BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 5 No. 7

WASHINGTON, D. C.
OCTOBER 1, 1933

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

WHEN THE PUBLIC makes up its mind to like one Radio Station best . . . the smart ADVERTISER likes it best, too!

ST. PAUL OFFICE
FORD BILLINGS
ST. PAUL HOTEL
CEDAR 4400

MINNEAPOLIS OFFICE
E. P. SHURICK
RADISSON HOTEL
BRIDGEPORT 3222

KSTP

CHICAGO OFFICE
FREE & SLEININGER, INC.
180 N. MICHIGAN AVE.
FRANKLIN 6373

NEW YORK OFFICE
PAUL H. RAYMER
205 E. 42ND STREET
MURRAY HILL 4-0658

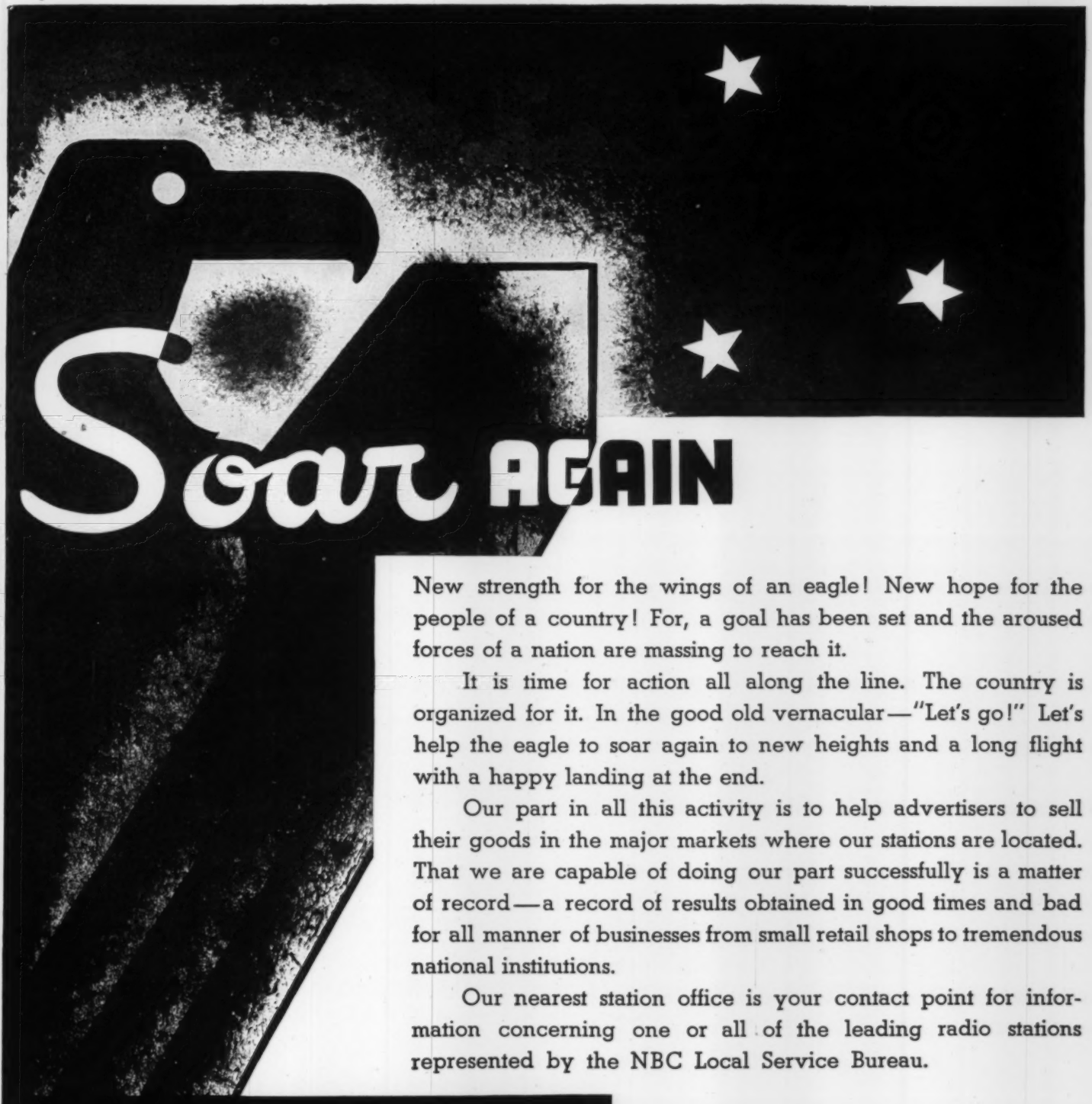
PREFERRED by listeners in all local and national surveys.
LOCALLY OWNED

PREFERRED by advertisers for local and national campaigns.
NATIONALLY KNOWN

NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL
PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA



New strength for the wings of an eagle! New hope for the people of a country! For, a goal has been set and the aroused forces of a nation are massing to reach it.

It is time for action all along the line. The country is organized for it. In the good old vernacular—"Let's go!" Let's help the eagle to soar again to new heights and a long flight with a happy landing at the end.

Our part in all this activity is to help advertisers to sell their goods in the major markets where our stations are located. That we are capable of doing our part successfully is a matter of record—a record of results obtained in good times and bad for all manner of businesses from small retail shops to tremendous national institutions.

Our nearest station office is your contact point for information concerning one or all of the leading radio stations represented by the NBC Local Service Bureau.

WEAF & WJZ . . . New York • WBZ . . . Boston

WBZA . . . Springfield, Mass. • WGY . . . Schenectady

WRC & WMAL . . . Washington, D. C.

KDKA . . . Pittsburgh • WTAM . . . Cleveland

WMAQ & WENR . . . Chicago

KOA . . . Denver • KPO, KGO & KYA . . . San Francisco

Our time is not on the block!

ONE PRICE TO ALL . . . To insure strict adherence to this sound principle, we have eliminated all brokers, general representatives and time selling transcription companies, and permit only one organization to act as our sales representatives in the national field.

We feel that advertisers and advertising agencies should have available to them an organization which is qualified to present . . . honestly and intelligently . . . pertinent facts concerning our markets, coverage, management and program facilities. We have

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XUM

! *A number of leading advertising agencies have requested us to re-run this ad !

no confidential or group rates which serve to act as an embarrassment to advertisers and advertising agencies. Our only affiliation is in having the same representative . . . plus a common interest in the betterment of spot broadcasting practices and the stabilization of radio station rates.

Therefore, we have selected, as this representative, EDWARD PETRY & COMPANY, INC., because its personnel is comprised of trained advertising executives whose success is not dependent alone upon sales strategy . . . but upon ability to work capably and harmoniously with the agency and the advertiser in the successful execution of their broadcasting campaign.

Orders are acceptable only direct or through EDWARD PETRY & COMPANY, INC. All billing and collecting will be done by the station.

CITY	STATION
Atlanta	W S B
Birmingham	WBRC
Bismarck	KFYR
Buffalo	WBEN
Dallas	WFAA
Detroit	W W J
Fort Worth	WBAP
Hot Springs	KTHS
Houston	KPRC
Indianapolis	WFBM
Kansas City	WDAF
Louisville	WHAS
Memphis	W M C
Milwaukee	WTMJ
Nashville	W S M
New Orleans	WSMB
Norfolk	WTAR
St. Louis	K S D
Salt Lake City	K S L
San Antonio	WOAI
Shreveport	KTBS
Tampa	WDAE
Tulsa	KVOO
Wichita	K F H

Consult

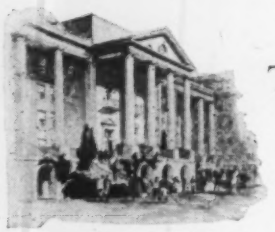
Edward Petry & Co., Inc.

NEW YORK • CHICAGO
SAN FRANCISCO
DETROIT • ATLANTA

**This advertisement appeared in the September 1 issue of* BROADCASTING.

AN OPEN LETTER
to delegates to the N. A. B. convention

OCTOBER 8, 9, 10, 11



L. R. JOHNSTON, GENERAL MANAGER

THE PLAZA — NEW YORK
HOTEL CLEVELAND — CLEVELAND
NATIONAL HOTEL OF CUBA — HAVANA

THE GREENBRIER AND COTTAGES

WHITE SULPHUR SPRINGS
WEST VIRGINIA

1778

To Delegates
N.A.B. CONVENTION

Ladies and Gentlemen:

Greetings! The management of The Greenbrier extends you a cordial welcome! We are indeed happy that White Sulphur Springs was selected for this year's meeting place. Your own dynamic organization will furnish ample inspiration and many constructive ideas to stimulate your work during the busy year ahead. But there will be play as well as business awaiting you at this year's convention.

The Allegheny Mountain country is unusually attractive in the autumn. There's an invigorating tang in the air. Three sporty golf courses and five championship tennis courts are at your disposal. And for relaxation there are numerous social activities. When the convention is over, we think you will agree with your Convention Committee that no happier choice could have been made.

The writer is looking forward to meeting each delegate personally. While you are here please feel free to call un us for any personal service that you may desire.

Cordially yours,

L. R. Johnston
General Manager.

LRJ/jc

White Sulphur Springs is on the main line of the Chesapeake and Ohio Railway and served by air-conditioned equipment

BROADCASTING
and
Broadcast Advertising

VOL. 5 NO. 7 WASHINGTON, D. C. OCTOBER 1, 1933 $3.00 PER YEAR—15c A COPY

Basic Problems Face NAB Convention

By SOL TAISHOFF

NRA Code Is Major Issue, Affecting Entire Industry; Record Crowd Seen; Sykes, Baker, Benson to Talk

CONFRONTED with an unprecedented volume of basic business problems growing out of the code of fair competition now before the National Recovery Administration, as well as numerous other issues striking at the roots of the broadcasting industry, the eleventh annual convention of the NAB at White Sulphur Springs, West Va., Oct. 8, 9, 10 and 11, will be called upon to overhaul, in large measure, present methods of transacting business as between broadcasters, advertisers and their agencies.

Unlike previous annual meetings, at which resolutions affecting trade practices have been adopted, only to be ignored afterward, the White Sulphur sessions will have an official aspect, with the NRA Blue Eagle much in evidence. Actions outlawing such repugnant practices as acceptance of per inquiry or commission business, rate-cutting, payment of excessive commissions and similar unethical operations will, in fact, bear the stamp of government approval with punitive measures statutorily prescribed.

The code, as the all-inclusive statute governing the economic practices of the broadcasting industry, becomes the industry's code of ethics, standard of commercial practice and operating charter. Members will be called upon to assert themselves on these provisions, for, in the final analysis, they are responsible to the government once the code goes into full effect.

Year of Progress

WITH A RECORD attendance in prospect, the convention from present indications will be the most significant in NAB history. The trade association has behind it a year of unequalled progress under the regime of President Alfred J. McCosker and Managing Director Philip G. Loucks. At the last convention, held in St. Louis, grave doubts were expressed about the continued existence of the trade association because of dissension in the broadcasting ranks, aroused mainly by the extortionate music copyright contracts exacted by the American Society of Composers, Authors & Publishers. There was talk of a "czar" for the industry—a man endowed with dictatorial powers as radio's counterpart of Will Hays for the movies and Judge K. M. Landis for baseball.

Importance of Trade Body

TODAY, however, the idea of dissolving the NAB has been brushed aside and the talk of a "czar" has dissipated. The NAB membership has swelled from about 225 to 270. Under the NRA code, moreover, the NAB becomes the official trade organization of the industry and is endowed with powers so broad that it behooves every station which intends to comply with the code provisions to become aligned with the organization. A membership of 400 to 500 stations within the next few months, it is believed, is not outside the realm of possibility.

Since the code negotiations with NRA began, there have been complaints from a few stations condemning the trade practice provisions. Several small stations charged that exclusion of per inquiry commission business would strip them of their main source of revenue. Some larger stations decried the provisions covering payment of commissions for business, alleging discrimination in favor of stations having special representatives.

Out of these dissenting voices has developed a new thread of anti-NAB agitation. Thus far it has gained little momentum, but it may develop into a robust issue at the convention. Alleged network domination, not only of the NAB but also of the code preparation, also has been hinted, but likewise is not considered very seriously.

Network relations with affiliated stations, a perennial sorespot, is not expected to have a place in the NAB discussions, although efforts to that end were made earlier this year at the NAB commercial section meeting at Grand Rapids, Mich.

Basic issues like copyright Commission regulatory activities, telephone company charges for long lines and remotes, widening of the broadcast band and similar questions have their places on the agenda. Radio's growing importance as a means of mass communication, totally aside from its widespread acceptance as a major advertising medium, will command increased attention in Congress, and, as a consequence, increased political manhandling. This presents a big problem to be conjured with, primarily because of President Roosevelt's great reliance upon radio in his "chats" with the people.

From soundings of the industry made by BROADCASTING, it appears likely that the McCosker administration will be reelected almost intact. Leo Fitzpatrick, WJR, is first vice president; John Shepard III, Yankee Network, second vice president, and Arthur B. Church, KMBC, treasurer. Mr. Loucks is managing director and secretary.

There are five vacancies on the board of directors to be filled, because of expirations of terms at the time of the convention. Those retiring are W. S. Hedges, KDKA, past president; George F. McClelland, NBC vice president, representing WEAF; H. K. Carpenter, WPTF; Gardner Cowles, Jr., KSO, and Donald Flamm, WMCA. In addition, Leo B. Tyson, who recently resigned as manager of KHJ, may be eliminated automatically as a director because of severance of his broadcasting connection. This question will come before the board, at which time it will take into consideration the establishment of a policy governing such cases.

Leading Candidates

MENTIONED for directorships are Leon Levy, president of WCAU, Philadelphia, and an official of CBS; L. B. Wilson, president of WCKY, and industrialist of Cincinnati and Covington, and F. M. Russell, NBC Washington vice president.

Few speeches have been scheduled for the convention because of the anticipated discussion on the many important economic questions. Leading the speakers will be Chairman E. O. Sykes of the Commission; Newton D. Baker, special NAB copyright counsel; John Benson, president of the American Association of Advertising Agencies; Dr. C. B. Jolliffe, Commission chief engineer; and John V. L. Hogan, consultant en-

Convention Issues

1. Revision of trade practices, eliminating all repugnant or "chiseling" practices to conform with the pending NRA code which would give them the force of law. Practically every important question of business procedure as between stations, advertisers and their agents is drawn into this, with advance notice given of concerted opposition to certain of the proposals.

2. Broadening of scope and activity of NAB in view of its new official status as trade organization of the industry under NRA, with the likelihood that its 270 membership will be doubled. This includes setting up of a new executive committee and far-reaching alteration of the existing NAB constitution and by-laws.

3. Renewed consideration of copyright issue, with particular emphasis on the dissolution suit against ASCAP now pending and status of Radio Program Foundation, as well as the possible effect of NRA regulation relating to contracts upon ASCAP contracts.

4. A study of the status of television with a view to bringing experimenters under the aegis of NAB, since visual radio apparently will become a broadcasting service rather than a separate radio entity.

5. Consideration of technical wave length problems growing out of the recent North American Radio Conference, as well as such matters as horizontal boosts in station power, use of directional antennas for pre-charted coverage, and like matters.

Our Headquarters

Throughout the NAB convention in White Sulphur Springs, BROADCASTING will maintain headquarters at Suite 826, Greenbrier Hotel. Visitors are cordially invited.

XUM

gineer and television experimenter.

As usual, the convention opens Sunday, Oct. 8, with a golf tournament for the new BROADCASTING cup, donated by the publishers of radio's news magazine. Because of the many sporting and entertainment features of the famous White Sulphur resort, morning and night sessions will be held Oct. 9 and 10, leaving the afternoons free for golf, swimming or whatever other respites the delegates desire. The Oct. 11 session will run through the entire day with adjournment that evening.

Commercial Session

AT THE commercial session Oct. 10, Mr. Benson will discuss the general effect of the "New Deal" upon agencies and broadcasting stations. Into this session will be drawn most of the code trade practice stipulations, despite the fact that a special code session has been set aside the following day. A committee headed by Roy Harlow, Yankee Network, will submit a report on station relations with advertising agencies and special representatives—a report likely to provoke general discussion because of the importance of this issue with most stations and agencies.

With Chairman Carpenter of the Commercial Section presiding, the commercial session also will invade such controverted questions as per inquiry business, stabilization of units of sale and practices, the value of coverage surveys, federal taxes as they apply to the industry and related problems.

Into general discussion there may be thrust a most important question growing out of NRA code operations. Motion picture groups which have been negotiating a code raised the question of abrogating contracts for artists drawing six-figure salaries. Should this provision, in the final analysis, win NRA approval, it may be the opening wedge for cancellation of the existing oppressive contracts entered into with ASCAP more than a year ago by all stations "under duress."

Special Trains

NAB Convention Specials direct to the White Sulphur Springs annual meeting will be run by the Chesapeake & Ohio Railway from all key C. & O. points. Connections can be made to this line—the only road reaching White Sulphur — from all eastern and western points. All cars are the air-conditioned type. NAB has made arrangements with the road for a special fare and one-third round trip rate if vouchers, procurable from the NAB, are filed in advance.

All Contracts Involved

SIMILARLY, it is stated authoritatively in official quarters, the precedent laid down by such an act would mean that all other contracts heretofore binding might be altered and revised. In the broadcasting industry, for example, contracts with special representatives, the telephone company, transcription units and others thus would be thrown open to revision, aside from the all-important copyright contracts.

GOLF TROPHY—To the winner of the NAB Golf Tournament at White Sulphur on Oct. 8 will go this cup, donated by BROADCASTING Magazine. A cup will be presented each year by this publication.

Mr. Baker, formerly Secretary of War, is scheduled to discuss the present status of copyright litigation, in the light of the dissolution suit against ASCAP filed Sept. 1 in the name of WIP against officials of the copyright combine. (See Sept. 15 issue of BROADCASTING.) Suits also are said to be imminent for dissolution of ASCAP by the Department of Justice or the Federal Trade Commission, or both. Although Mr. Baker hopes to be present, a recent heart illness may prevent it, in which event Joseph B. Hostetler, Cleveland, Mr. Baker's law partner, will deliver the discussion.

A report on the code of fair competition for the industry will be delivered by John W. Guider, Washington trial lawyer retained as NAB special counsel on the code. He submitted the industry's arguments on Sept. 27 before Deputy Administrator Rosenblatt along with President McCosker.

Television Announcement

MR. HOGAN will announce for the first time, according to NAB, "new and novel developments in visual broadcasting, emphasizing the possible commercial application of this art by broadcasting stations." Mr. Hogan is president of Radio Pictures, Inc., New York, and has confined his experimentation to mechanical scanning, a television method for some months construed as passé in view of the strides made with cathode ray electrical scanning. He has made no public announcement regarding his laboratory work for the last 18 months.

Immediately following the call to order Oct. 9, Judge Sykes will

(*Continued on page 64*)

Complete Program of NAB Annual Convention . . .

SUNDAY, OCTOBER 8

10:00 A. M.

NAB Golf Tournament for Trophy awarded by BROADCASTING Magazine. Entry blanks can be obtained at the Casino. There will also be tennis, trapshooting, swimming, horseback riding.

Registration desk opens. (Registration fee of $5 for members and non-members, includes banquet Wednesday evening.)

7:30 P. M.

Meeting of board of directors.

8:00 P. M.

Special musical program for NAB members and guests.

MONDAY, OCTOBER 9

9:00 A. M.

1. Call to order by President McCosker.
2. Address by Hon. Eugene O. Sykes, Chairman, Federal Radio Commission, briefly reviewing developments in radio since passage of the Radio Act of 1927.
3. Report of President McCosker, reviewing activities of the last year.
4. Report of Managing Director Loucks, presenting a detailed report with suggestions and recommendations.
5. Report of Treasurer Church on the financial status of association.
6. Report of Program Committee by Edgar L. Bill, chairman, reviewing work of the Program Committee and the creation and operation of the Program Clearing House.
7. Report of Tax Committee by E. M. Elkin, chairman, discussing tax problems of the broadcasters.
8. Appointment of committees.
9. Announcements.
10. Adjournment.

8:00 P. M.

1. Call to order.
2. Address by John V. L. Hogan, consulting engineer, New York, announcing for the first time new and novel developments in visual broadcasting emphasizing the possible commercial application of this art by broadcasting stations.
3. Address by Dr. C. B. Jolliffe, chief engineer, Federal Radio Commission, discussing developments in the technical aspects of regulation.
4. Report of Engineering Committee by Joseph Chambers, chairman, on activities of the committee during the past year, including recommendations on the subject of increased power for broadcast stations.
5. Discussion from the floor.
6. Adjournment.

TUESDAY, OCTOBER 10

9:00 A. M.

1. Call to order.
2. Address by John Benson, president American Association of Advertising Agencies, on what the New Deal means to advertising agencies and broadcasting stations.
3. Report of the Commercial Committee by H. K. Carpenter, chairman, with recommendations on station relations with advertising agencies and special representatives, on standardization of units of sale, station surveys, merchandising operations and standardization of commercial forms. Subcommittees of the committee will present supplementary reports.
4. Discussion from floor.
5. Adjournment.

8:00 P. M.

1. Call to order.
2. Report of Oswald F. Schuette, NAB copyright director, reviewing the NAB's copyright activities of the year and discussing the aims and purposes of the Radio Program Foundation.
3. Report of Hon. Newton D. Baker, NAB copyright counsel, discussing the present status of copyright litigation.
4. Report of Special Copyright Finance Committee by I. D. Levy, chairman, outlining plans for future NAB copyright activities.
5. Discussion from floor.
6. Adjournment.

WEDNESDAY, OCTOBER 11

9:00 A. M.

1. Call to order.
2. Report of NRA Code Committee, presented by John W. Guider, special counsel for the Code Committee, reviewing the work of formulation of the broadcasters' code and its present status.
3. Report of Cost Accounting Committee, by Arthur B. Church, chairman, with recommendations with respect to carrying forward the work of uniform accounting by the association.
4. Discussion from the floor.
5. Adjournment.

2:00 P. M.

(Closed Session. Members Only)

1. Call to order.
2. Roll call.
3. Minutes of last meeting.
4. Communications to the association.
5. Report of James W. Baldwin, special NAB representative to the North American Radio Conference, reviewing the Mexico City conference and his recommendations for a solution of the North American allocation problem.
6. Report of Legislative Committee by Henry A. Bellows, chairman, with recommendations with respect to future NAB legislative policy.
7. Report of Committee on Revision of Constitution and By-Laws by William S. Hedges, chairman, explaining changes in the existing constitution and by-laws and including a recommendation for adoption of the draft proposed by the committee.
8. Report of Resolutions Committee, presenting formal resolutions for adoption by the membership.
9. Report of Nominating Committee.
10. Election of officers.
11. Unfinished business.
12. New business.
13. Installation of officers.
14. Adjournment.

8:00 P. M.

BOARD OF DIRECTORS MEETING

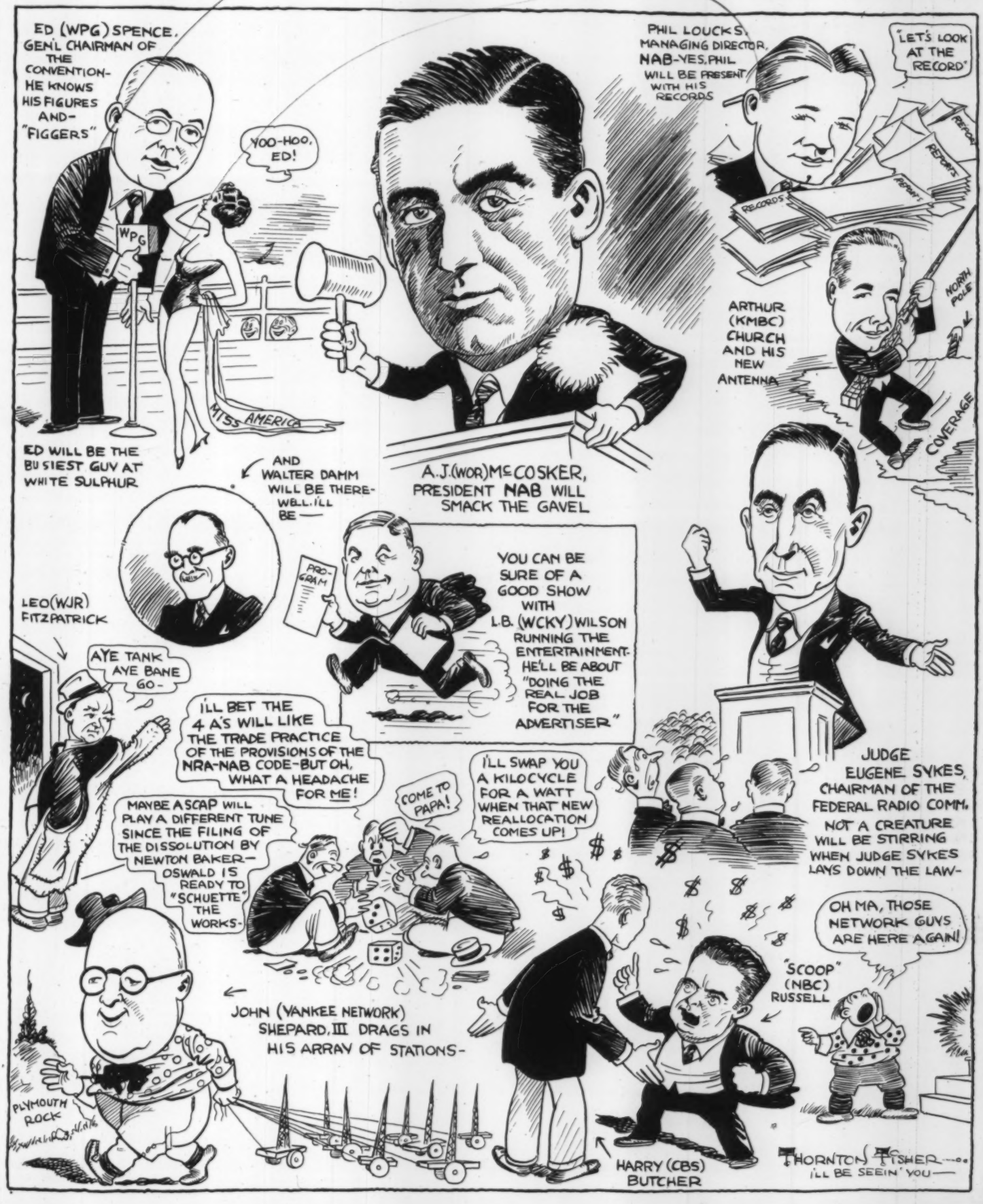
There will be a reorganization meeting of the board of directors following the Wednesday afternoon business session.

Banquet.

Presentation of BROADCASTING Magazine Trophy to winner of NAB Golf Tournament.

When the Kilocycle and the Watt Boys Get Together

. . . By *Thornton Fisher*


ED (WPG) SPENCE, GEN'L CHAIRMAN OF THE CONVENTION- HE KNOWS HIS FIGURES AND- "FIGGERS"
WPG
YOO-HOO, ED!
MISS AMERICA
ED WILL BE THE BUSIEST GUY AT WHITE SULPHUR
PHIL LOUCKS, MANAGING DIRECTOR, NAB-YES, PHIL WILL BE PRESENT WITH HIS RECORDS
"LET'S LOOK AT THE RECORD"
RECORDS
REPORTS
ARTHUR (KMBC) CHURCH AND HIS NEW ANTENNA
NORTH POLE
COVERAGE
A. J. (WOR) McCOSKER, PRESIDENT NAB WILL SMACK THE GAVEL
AND WALTER DAMM WILL BE THERE- WELL, I'LL BE—
LEO (WJR) FITZPATRICK
PRO-GRAM
YOU CAN BE SURE OF A GOOD SHOW WITH L.B. (WCKY) WILSON RUNNING THE ENTERTAINMENT. HE'LL BE ABOUT "DOING THE REAL JOB FOR THE ADVERTISER"
AYE TANK AYE BANE GO-
I'LL BET THE 4 A'S WILL LIKE THE TRADE PRACTICE OF THE PROVISIONS OF THE NRA-NAB CODE-BUT OH, WHAT A HEADACHE FOR ME!
MAYBE A SCAP WILL PLAY A DIFFERENT TUNE SINCE THE FILING OF THE DISSOLUTION BY NEWTON BAKER- OSWALD IS READY TO "SCHUETTE" THE WORKS-
COME TO PAPA!
I'LL SWAP YOU A KILOCYCLE FOR A WATT WHEN THAT NEW REALLOCATION COMES UP!
JUDGE EUGENE SYKES, CHAIRMAN OF THE FEDERAL RADIO COMM. NOT A CREATURE WILL BE STIRRING WHEN JUDGE SYKES LAYS DOWN THE LAW-
OH MA, THOSE NETWORK GUYS ARE HERE AGAIN!
"SCOOP" (NBC) RUSSELL
JOHN (YANKEE NETWORK) SHEPARD, III DRAGS IN HIS ARRAY OF STATIONS-
PLYMOUTH ROCK
HARRY (CBS) BUTCHER
THORNTON FISHER
I'LL BE SEEIN' YOU—

CBS News Bureaus Serving Net Sponsors, Commentators

Paul White Head of Extensive Organization; News Broadcast in Brief Bulletin Form

COLUMBIA News Service, Inc., is now in operation as a subsidiary of CBS, making available world-wide news for sponsored periods on the network, for its regular news commentators and for sustaining periods. Incorporation of the news service under the laws of New York State authorizes the "publishing by radio broadcasting, television, telegraph, telephone, written or printed documents, facsimile" and the "selling or distributing of same to any media."

Mr. White

Paul White, recently detached from his post as publicity director of CBS, is second vice president and general manager. Other executives are William S. Paley, president; Edward Klauber, first vice president, and M. H. Runyon, treasurer—the posts which they also hold in the parent corporation. Mr. White is a former executive of the United Press in New York, and Mr. Klauber formerly was city editor of the NEW YORK TIMES.

The formation of its own news-gathering organization is a direct answer by CBS to the recent edict of the Associated Press, which the other press associations are following, though without formal resolution, prohibiting the supplying of news bulletins to the radio networks and limiting its member newspapers to the broadcasting of only 30-word bulletins. It is also a response to the American Newspaper Publishers Association, which at its convention last spring enacted anti-radio resolutions. However, the network's news is offered in brief bulletin form, somewhat dramatic in presentation, and listeners are always urged to consult their local newspapers for fuller details.

Plans for the news service have been under way ever since the A. P. and A. N. P. A. conventions, whose actions forced both CBS and NBC to seek new sources of news which they have been getting through their own news staffs and member stations either directly or via telephone, telegraph and radio. NBC has indicated no change in its present policy of gathering its own news.

Supplies Sponsored Program

BESIDES furnishing news to its commentators, who also are news gatherers, the Columbia News Service on Sept. 25 began furnishing its reports for the twice daily except Sunday "News Flashes" period sponsored by General Mills, Minneapolis, heard over a 21-station network at 12:30-12:35 p.m. and 4:30-4:35 p.m., EST. In addition, a 15-minute sustaining news broadcast period has been started daily at 11:15 p.m., EST. The Phil-co sponsorship of Boake Carter also employs the news service.

Mr. White has established his main offices on the eighteenth floor of the CBS building at 485 Madison Ave., New York, and maintains a large staff. J. G. Gude has succeeded Mr. White as publicity director of the network.

The ultimate plan is to have a news bureau in each CBS member station, but in the meantime bureaus have been established in Washington, Chicago, Los Angeles and London.

Bureaus Organized

HEADING the Washington bureau is Wells Church, detached from his publicity job at WJSV, CBS Washington outlet. He is a former member of the Washington staff of the NEW YORK HERALD-TRIBUNE. Heading the Chicago bureau is Logan A. (Steve) Trumbull, former Chicago publicity director for the network, who has added four men to his staff and who has been succeeded in his former post by Miss Ruth Betz, WBBM publicity director, with Evelyn Robinson as her assistant.

In Los Angeles the bureau is in charge of L. F. Mawhinney, who is building his staff. Mr. Mawhinney is former publicity director of the Don Lee-CBS System and a newspaperman of long experience. Robert Neville, veteran newspaperman, formerly of the staff of the NEW YORK TIMES, has been sent to London.

* * *

THE FIRST newspaper reaction to the CBS news plans came from Washington where the Washington STAR on Sept. 26 dropped entirely the program listings of WJSV, local CBS-operated outlet. The newspaper's publisher is Frank B. Noyes, who is also president of the Associated Press. An official of the newspaper explained its attitude as follows:

"This newspaper has always been friendly toward radio, and now has an affiliation with one of the networks that is wholly satisfactory. We recognize the fact that radio needs advertising to support itself, but when it enters into the news field on a strictly competitive basis with us we propose to pursue our policy of not advertising our competitors."

The newspaper's action, so far as could be learned, has nothing to do with what other newspapers may do, and in fact the remaining Washington newspapers continued to carry the WJSV listings. The Washington STAR'S official pointed out that it is continuing to carry certain WJSV's schedules in its "outstanding events" listings as having news interest, but the detailed schedules are to be omitted entirely.

In the meantime, the Columbia News Service is not deviating from its announced policy of urging all its listeners to consult their newspapers for fuller details of the brief news flashes it broadcasts.

"THIS IS STATION—, SOUTH POLE"

CBS to Attempt Weekly Broadcasts From Byrd Base Via Short Wave to Buenos Aires

WEEKLY broadcasts from the icy wastes of "Little America" will be attempted by CBS through arrangement with the Byrd Antartic Expedition which soon embarks for a two-year sojourn in the South Pole territory. Attempting the most pretentious broadcasting enterprise ever undertaken, CBS will establish a "studio" at the Byrd base and relay, via short waves, programs covering the progress of the scientific expedition.

The rebroadcasts will be sponsored by General Foods Corp., New York (Grape-Nuts) and CBS is detailing its own engineer to accompany the expedition on its long stay. He is John Newton Dyer, of the CBS field engineering department, who will also have complete charge of all Admiral Byrd's communications. Dyer, whose home is Haverhill, Mass., is 23 and a 1933 graduate of Massachusetts Institute of Technology. He passed the physical tests in a wide field of applicants with a rating of 98.2 per cent.

The weekly broadcasts will begin within a month after the expedition leaves New York early in October. In preparation for the task CBS engineers have been experimenting for some time with new types of equipment designed to overcome the obstacles confronting the use of radio in the bleak ice-bound territory. The main transmitter will be of 1 kw. power and will transmit directionally to Buenos Aires, from which point the signals will be relayed by short wave to the CBS key in New York.

E. K. Cohan, technical director of CBS, worked out arrangements with Dr. T. S. McCaleb, of Harvard, Byrd's counsellor on radio; A. Y. Tuel, vice president of the International Telephone and Telegraph Corp.; Harry Young of Western Electric; William Thompson, of A. T. & T., and S. H. Simpson of RCA. He said he expects the expedition to produce valuable information on scientific aspects of radio, such as day and night effects on fading and wave propagation phenomena.

Senator Guglielmo Marconi, famous Italian radio scientist upon learning of the plans, informed Byrd headquarters that he believed the suggested program transmission feasible and offered to confer on the matter when he visits New York on Sept. 28.

The broadcasting arrangements, CBS stated, provide for use of three transmitters. The main outfit is of 1 kw., crystal controlled, 100 per cent modulated, and is installed on the supply ship for the outgoing trip. It will be set up at the expedition's permanent base, together with a directional antenna for transmission in the direction of Buenos Aires.

The second set is of 200 watts, crystal controlled, and will be located at the Byrd sub-base at the foot of the polar barrier, about 300 miles closer to the South Pole than the main base. A portable 100-watt short wave radiotelephone transmitter will be installed in the bi-motor plane in which Byrd will fly across the South Pole and from which an attempt will be made to broadcast the flight while in progress.

CBS stated that even more serious an obstacle to the Byrd broadcasts than the technical radio problem is that of lack of meteorological data, high power, inaccessibility and severe climatic conditions. The total distance of the short wave links will be 10,000 miles.

August Net Sales Start Fall Spurt

Revenue Rises to $1,907,481, Reversing Year's Trend

FORECASTING the big rise in network business that is inevitable for the rest of this year, judged from new business already signed, August income from time sales by NBC and CBS began the reversal of the downward trend noted all this year and amounted to $1,907,481. This compares with $1,816,407 in July. The figure for August, 1932, was $2,285,680.

For the first eight months of 1933, the network income figures are now $18,878,254 as compared to $27,512,663 for the same eight months of last year.

NBC during August grossed $1,407,843 as compared to $1,745,338 in August, 1932. CBS during August grossed $499,638 as compared to $540,342 in August, 1932.

Leading the classifications showing a rise in radio expenditures during the month, as compared to the same month last year, were lubricants and petroleum products, which spent $2,183,568 on radio. Other classes showing increases were house furniture and furnishings, $323,898; radios, phonographs and musical instruments, $336,045; travel and hotels, $123,786, and office equipment, $37,344.

Foods, drugs and tobacco accounts were still down, but increasing over preceding months, their network expenditures in August amounting respectively to $5,531,537, $4,548,688 and $2,096,164.

RCA Extends Howe

HAVING extended for four times to Sept. 24 its 13-weeks summer sponsorship of Walter Trumbull's interviews with Col. Louis McHenry Howe, secretary to President Roosevelt, RCA Victor will continue the series on national affairs indefinitely, it was announced Sept. 26 by NBC. Program, carried on a nation-wide NBC-WEAF network, on Oct. 1 goes on a later schedule, to be heard Sundays, 10:30-10:45 p.m., EST. Lord & Thomas, New York, handles account.

MARCHESE GUGLIELMO MARCONI, inventor of wireless, and Mrs. Marconi arrived in New York Sept. 28 on the Conte di Savoia, en route to the Century of Progress where "Marconi Day" will be observed Oct. 2.

NAB Code Faces Severe Alterations

Operators Demand Higher Wages and Shorter Hours; Operators, Actors Make Demands at Hearings

A CODE of fair competition for the broadcasting industry was taking final form as BROADCASTING went to press Sept. 30, but indications were that several important provisions of the proposed draft submitted by the NAB Aug. 29 would suffer drastic alteration.

Wage and labor provisions, particularly as they affect operators and technical men, appeared to be the most serious bones of contention. Actors, through the Actors Equity Association, are exerting efforts toward the establishment of per-piece compensation on a scale that the broadcasting industry is unwilling to countenance. Arbitration of these and other issues rests with Deputy Administrator Sol. A. Rosenblatt, who presided at the public hearing Sept. 27, and with his corps of expert advisors. These includes James W. Baldwin, industry advisor appointed by NRA; Edward N. Nockels, WCFL, Chicago, labor advisor; John Shepard, III, Yankee Network, a surprise appointee as "special advisor"; G. A. Renard, consumer advisor, and L. M. Smith, legal advisor.

Five Major Issues

BRIEFLY, the points at issue are:

1. Concerted demand of various labor organizations, several of which appear to have no standing, for a $1 an hour wage and a 40-hour week for operators, with one suggestion that this be scaled down to $25 a week for stations having less than 10 employes. The proposed NAB code calls for a minimum of $20 a week with a 48-hour week, and for a $15 minimum at stations with less than 10 employes.

2. The demand of Actors Equity Association for minimum wages of $40 per performance for artists appearing on commercial programs over stations with a night rate of $400 or more, and of $20 per performance for sustaining programs over similar stations. The scale also calls for $12.50 per sustaining and $25 per commercial performance for stations with a night rate of $250; $10 per sustaining and $15 per commercial for stations with night rates of over $100 and under $250, and $7.50 per sustaining and $12.50 per commercial for stations with rates under $100. A $5 minimum wage per performance for extras would be established and minimum rates for rehearsals, recorded programs and auditions. In the proposed NAB code no provision whatever was made for actors, first, because they are a professional group, and, second, because broadcasters have control over only a very small percentage of the radio artists, most of whom are paid either by artist bureaus, agencies, advertisers, program services or similar organizations.

Opens NAB Ranks

3. ALTERATION of the administrative provisions with the aim of making them more representative of the entire industry and of broadening the scope of the NAB membership provisions to admit all stations. On this point Deputy Administrator Rosenblatt expressed some concern. Demands were made by the Chicago Federation of Labor, operating WCFL, that labor be represented on the code authority board which will administer the completed code. As submitted, the proposed NAB code delegated broad powers to its board of directors in establishing the code authority board but made no specific provisions for its numerical membership.

4. Alterations of the trade practice provisions demanded by several stations and clarification of certain of the provisions relating to commissions and talent as demanded by the Association of National Advertisers. The station complaints were based on the banning of per inquiry, commission or barter accounts, coming entirely from small stations which claimed this business was their life-blood. A discordant voice was raised by WREC, Memphis, against the provision relating to payment of commissions for procurement of business, holding it made for unfair competition.

5. A demand from the American and Brunswick Co. and the RCA Victor Co. that stations be prohibited from broadcasting phonograph records without prior permission of the manufacturers. The spokesman for the phonograph record makers admitted, however, under questioning by Mr. Rosenblatt, that he was trying to get NRA to do something the record people had been unable to accomplish or would not essay to accomplish in litigation.

What was expected to be a controversial point—arrangement of wage and labor provisions for musicians—was settled by compromise with Joseph N. Weber, president of the American Federation of Musicians, in advance of the hearing. These provisions will be included as code amendments by general consent. In short, they (1) eliminate the practice of stations of claiming sponsorship for sustaining programs emanating from networks; (2) make it an unfair practice for broadcasters to cause any broadcasting agency, artist bureau or other agent to demand that any night club, restaurant, hotel, etc. employ any specific band and (3) provide that nothing in the wage and labor provisions shall be held to apply to any employes whose wages or salary for employment now established by local agreements or existing practices is higher than the minima established in the code.

Hearing Lasts All Day

THE PUBLIC hearing, postponed from Sept. 20, lasted a full day, during which time some two dozen witnesses representing every phase of broadcasting, with several of highly questionable relationship to the industry paraded before Mr. Rosenblatt, a New York attorney, and former associate of Nathan Burkan, general counsel of the American Society of Composers, Authors and Publishers. The proceedings were highly informal. No witnesses were sworn in. They rambled into alleged statements of fact, critical of the industry, which were on their face preposterous, and no opportunity was offered for rebuttal. Mr. Rosenblatt, however, cut short witnesses who obviously were attempting to "muscle in".

As this unusual procedure allowed witnesses to make statements and quote figures, which were unsubstantiated and in some instances outright fabrications, it is believed that the public record will mean little and that the actual code provisions will be worked out in conferences between the contending groups and Mr. Rosenblatt. These conferences began immediately after the open hearing adjourned Sept. 27.

In opening the hearing, Mr. Rosenblatt announced that he had ruled out of the code that paragraph of the collective bargaining provisions which reads: "The selection, retention, and advancement of employes shall be on the basis of individual merit, without regard to their affiliation or non-affiliation with any organization. Nothing herein shall impair the constitutional right of employers to freedom in the selection, retention, and advancement of employes."

Statement by McCosker

AS THE FIRST witness and as spokesman for the broadcasting industry, Alfred J. McCosker, president of the NAB, delivered a dignified, conclusive statement of fact defining the scope and status of the broadcasting industry and the vagaries of drafting a code sufficiently comprehensive to cover such an industry. He said:

NAB, in behalf of the radio broadcasting industry, has presented a proposed code of fair competition.

In speaking for the industry as a whole, the association frankly recognizes that at present its membership includes less than half of the total number of licensed stations. That statement, however, fails to show the actual situation. Based upon the "unit system" employed by the Federal Radio Commission the members of the association hold licenses for more than 60 per cent of the nation's radio

RADIO'S NRA CODE HEARING—This picture was taken at the broadcasters code hearing before Deputy Administrator Sol Rosenblatt in the Raleigh Hotel, Washington, Sept. 27. At the table in the background are the NRA officials of the hearing. Left to right, they are: D. A. Wallace, research and planning advisor; James W. Baldwin, industrial advisor; L. M. Smith, legal advisor; Deputy Administrator Rosenblatt; E. N. Nockels, labor advisor; G. A. Renard, consumer advisor, and John Shepard, III, special advisor.

broadcasting facilities, and through the employment of these facilities the membership does over 81 per cent of the industry's total volume of commercial business.

Recognizing the new duties and functions it will assume under the National Industrial Recovery Act, it is expected that the association will adopt at its annual convention in early October, revised constitution and by-laws, designed to make it possible for the smaller stations to join the association at a nominal cost. All licensed stations are eligible for membership. Each member station, regardless of size, will have a vote in the selection of the board of directors, and that board in turn is so selected as to be representative of each class of station. We expect that the reduction in dues for the small stations will bring into this, the only trade association in the industry, most of the present non-member stations.

Still a Minor Industry

FROM the economic standpoint, radio broadcasting is a minor industry. Because of its constant and intimate relation to millions of listeners, it is natural that its resources and facilities should be subject to exaggeration. At present, there are 586 broadcasting stations in this country. 397 of these stations may operate simultaneously at night. The remaining stations, numbering approximately 200, are allowed on the air by virtue of time-sharing arrangements or by limitation of broadcasting to daylight hours. In 1931, one of the industry's peak years, 94 stations, or 18.4 per cent of all the stations, did a total business of less than $1,000 per month.

Exactly one hundred additional stations, or 19.6 per cent, did a business of less than $2,000 a month. Sixty-nine other stations, or 13.5 per cent, did a business of less than $3,000 per month. Summarizing these figures, it may be seen that 51.5 per cent of all radio stations did a total business of $3,000 per month, or less.

These figures might well be compared to the volume of business done by thousands of small mercantile establishments. In drafting our code we were conscious of the problems of the small station. These stations serve an essential and valuable purpose in the American scheme of radio broadcasting. They are usually identified closely with the interests of their communities. They not only employ a substantial part of the total number of radio employes, but they are passing through the period of growth which may reasonably be expected to produce in the future higher wages for those now employed and additional work for new employes. A code that ignored their present economic problems would violate the fundamental purposes of the Recovery Act. It is not a simple task to prepare an industrial code that will be equally applicable to the large stations in metropolitan centers, and to the small stations throughout the country.

Substantial Progress Noted

WE BELIEVE, however, that substantial progress has already been made. We welcome the aid and assistance which will be made available by the interests that will appear here today.

I have requested our counsel, John W. Guider, to submit certain facts for your consideration. He will supplement my remarks. In conclusion, let me state that our industry has been built upon a concept of public service. This concept is recognized in the Federal Statutes. Failure to operate in the public interest is sufficient cause for the forfeiture of station licenses. We have here a primary duty to millions of listeners. We cannot overlook it in our work on this code.

The broadcasting industry is squarely behind the NRA. That fact has been evidenced by the cooperation given by radio stations to the administration and by the widespread adherence within the industry to the President's Reemployment Agreement. Despite some serious problems that remain to be solved, we are confident that a code, fair to all of those affected by it, can and will be adopted by the industry.

Counsel for NAB Next

FOLLOWING this presentation, John W. Guider, trial lawyer and special counsel for the NAB, delivered the industry's statement and presented its case. (This statement is published in full on this page.)

In examination, Mr. Rosenblatt asked Mr. Guider about the availability of the NAB to all stations. NAB counsel explained that at the forthcoming White Sulphur Springs Convention every barrier will be lifted in order to comply to the letter with NRA procedure regarding code authority and the admissibility of all stations to membership. He emphasized that in the past the NAB's effort has been to protect the small station, barely eking out an existence, insofar as hours, minimum wages and other provisions are concerned.

The matter of the 48-hour week and wages of operators seemed to intrigue Mr. Rosenblatt. Firing questions at Mr. Guider, he received ready answers. Mr. Guider pointed out that there is a scarcity of operators and that there is little unemployment in these ranks. He cited the difficulty encountered by stations in little communities of getting extra operators at all. A question about television brought the reply that it is non-commercial and does not come into the code picture.

Mrs. Annette R. Bushman, vice president of Allied Productions, Inc., a recently created group claiming status in the radio program-building field, opened the broadcasting talent testimony. She was allowed to file a written statement. Frank Gillmore, president of Actors Equity Association, followed with a suggested actors code, which he prefaced with charges of unjust discrimination by radio stations, alleged abuses and similar statements which showed an utter lack of knowledge of broadcasting. He asked concessions which were ludicrous on their face. In swift examination, Mr. Rosenblatt said he saw little difference between auditions given by actors free of charge for vaudeville and radio auditions, for which Mr. Gillmore asked compensation. Mr. Rosenblatt also asked about persons who constantly flood stations asking for auditions, and the actors' spokesman said he would "do away this self-exploitation". He wanted free talent eliminated and wanted actors in mob scenes as background, to get an established minimum for each performance. In short, as one broadcaster described it, "He wants broadcasters to go to work for the actors."

Conference Unproductive

THE UTTER inconsistency of Mr. Gillmore's arguments were thoroughly exposed by Mr. Rosenblatt's questioning. Mr. Gillmore was forced to admit that many radio artists of today never had previous "actor" experience and that he proposed to let the smaller stations use non-professional actors while banning them on the larger stations.

At the first conference between NAB officials and Equity, following the open hearing, the groups were unable to get together, and it was decided to submit the issue to Mr. Rosenblatt for arbitration. Broadcasters contend the actors have no place in a code for a variety of reasons, while Mr. Gillmore demanded recognition at least equivalent to that obtained by the musicians.

The technical operators' hour and wage provisions were first attacked by Hoyt S. Haddock, presi-

Text of Code Statement by Mr. Guider, NAB Counsel . . .

Mr. Guider

BROADCASTING is a federally licensed industry, subject to rigid obligations to serve the public interest. It is an industry which is still in the formative and growing stage. Like all new industries there is a marked lack of uniformity in methods of operation. This condition is accentuated by the diversity of interests that own and operate stations, by the vastly different purposes and functions of the several types or classes of station, and by the needs and requirements of the audiences they serve.

Broadcasting is a small industry from the purely economic viewpoint and a large one in its value and importance to the people. It has only one commodity to sell, namely, "time". That commodity has a maximum limit. It may not be stored in a warehouse for future use. Once gone it cannot be recovered. The broadcaster cannot make up financial losses by working "overtime", no matter how great the demand. If a station's time is unsold, not only is its income reduced, but its expenditures are increased, since a program must then be built and paid for by the station instead of by the advertiser.

Unlike the theatre owner, who may close his production if he fails to sell enough tickets, the radio station under the terms of its license must stay "on the air", and it must transmit a program that will meet the Government's requirement as to merit. Unlike the publisher who may reduce the size of his newspaper or magazine when advertising revenue declines, and thus maintain some relation between his income and his costs, precisely the opposite condition prevails and the radio station at increased expense, must broadcast during the number of hours specified in its license.

Necessarily Long Hours

BEFORE leaving this point, it may be said that those hours are long, usually twice as long as the daily period of business in any other industry. Many radio stations operate as much as 130 hours a week. All full time stations are required by law to operate at least 12 hours a day.

A brief review of the growth of this industry will throw some light on the problems we are attempting to solve. The first radio station began its operation in November, 1920. The first paid advertising was broadcast just ten years ago. The first permanent national network company was not organized until the fall of 1926. Not until March, 1927, was there any comprehensive plan for the regulation of radio broadcasting stations, and the first basic allocation of stations did not occur until November, 1928.

Unlike other industries that entered the period of the depression with policies, methods and personnel built up over years of relatively normal operation, the general collapse found broadcasting still in its early formative period, and economic necessity has delayed the solution of many of its problems which had just begun to appear prior to 1930. In many respects, however, it may be said that basic changes in the character of the business are still in progress.

The real growth of radio dates from 1927. Developments since that time include a stabilization in the number of stations, a marked increase in station power, a great expansion of radio broadcasting service, the growth of radio advertising and the emergence of radio broadcasting from its first period of rapid chaotic development.

The more recent development of radio dramatic presentations, news services, political commentator broadcasts, the greater picking up of events of public interest and other remote control features, and the trend toward more pretentious and costly programs, all constitute characteristics of the industry during the last two or three years.

Since 1927 annual expenditures by advertisers for time over networks have increased from $3,832,150.00 to $39,106,776.00. In 1931, expenditures for radio advertising time, over both networks and individual stations, totaled slightly over $70,000,000.00. No other annual figure is available at this time. The only available statistics indicate that the industry as a whole has not as yet operated at a profit. In connection with this statement, however, there should be taken into consideration the fact that many radio stations are owned by universities, municipalities, churches, schools and religious organizations, and in most of these instances, it is not the purpose of the owner to operate the station for direct financial return. This also suggests the point that the wide diversity of the character of companies that own and operate radio stations has somewhat delayed the unification of trade methods and practices.

Attention must also be called to the tremendous variety of conditions under which the industry

(*Continued on page 66*)

dent of the American Radio Telegraphists Association. After Mr. Haddock had asked salaries ranging from $150 to $225 per month for operators for a 32-hour week, Mr. Rosenblatt brought out by cross examination that the organization does not represent broadcast operators at all. Mr. Haddock claimed total membership of 1,300 to 1,600 but finally admitted that it had only 76 paid-up members in good standing.

Several other units purporting to represent station operators made brief statements but were not taken seriously. One group claimed full unionization of stations in southern California and asked higher pay.

Demands by Labor

THE SERIOUS bid for recognition of operators' wages and hours came when T. R. McLean, in charge of radio for the International Brotherhood of Electrical Workers, took the stand. Stating he was a former broadcaster and a licensed operator, he declared the Brotherhood had recently organized operators in practically every large city in the country, including New York, Chicago and Los Angeles. He asked for the $40 minimum for a 40-hour week, with double time for overtime.

Mr. McLean made the claim that many stations now work their operators 84 hours a week at beggars' pay. The charge went unchallenged as the rules did not permit cross-examination of witnesses except by the deputy administrator or his aides. Mr. McLean also demanded that employers carry compensation insurance for operators. He asked that labor be represented in the administration of the code.

Following Mr. McLean, Benjamin F. Goldstein, attorney for the Chicago Federation of Labor, operating WCFL, took the stand, and filed what amounted to a substitute code for the proposed NAB code. It encompassed announcers, technicians, studio helpers and other code classifications. Compromises, it is understood, have been procured on a number of these suggested changes. Publication of the suggested changes, at this time, would tend only to confuse.

Attacks NAB Code

MR. GOLDSTEIN said the code was fatally defective in at least four essentials. He charged the labor and wage provisions would reduce instead of maintain or increase employment and wages. He charged the unfair practice provisions will continue rather than eliminate such abuses. He asserted that, in his opinion the administering agency for the code was not fairly constituted. This statement impressed Mr. Rosenblatt, and it seems apparent that drastic changes will be made on that score. Mr. Goldstein demanded zone representation and representation of all classes of stations, labor and government on the administering board.

As his fourth point, Mr. Goldstein, whose manner of presentation was impressive, declared the code fails to make available to NRA the benefits the broadcasting industry can give in the recovery drive. He suggested that each broadcaster and network should deal only with advertisers that have become aligned with NRA.

STANDS BY THRU HURRICANE—Studios and offices of KRGV, Harlington, Tex., resembled a night club riot scene during the recent tropical hurricane that swept that territory, yet the station stayed on the air with flood warnings and news bulletins until its power lines went down. This picture shows Dick Niles, the "Old Chore Boy", broadcasting the news, with Mrs. Niles at the piano. The "storm staff" also included Ken Sibson, announcer; L. C. Miller, operator, and Isadore Moritz, "Valley Voice News Reporter".

Record Makers Protest

MR. ROSENBLATT then read into the record a telegram from RCA-Victor recommending that it shall be construed as unfair practice to broadcast phonograph records without the prior written consent of the manufacturer of the records. H. A. Huebner, special counsel for American and Brunswick Record Corp., took the stand to say he was the author of this provision. He said several hundred stations are broadcasting records without adequate compensation to the manufacturers, buying them for 25 to 75 cents each.

This practice, he declared, is all the more pernicious because the records are played over and over to the detriment of artists and manufacturers. His tale of woe was that record sales have declined appallingly. He pulled the American Society of Composers, Authors & Publishers into the picture, declaring it also deplored the widespread use of records because it shortened the life of popular music.

A most amazing statement by Mr. Huebner was that elimination of records would not be a handicap to broadcasters. But he was quick to say that broadcasters should obtain "licenses" from manufacturers to perform records, apparently having in mind another ASCAP-type of contract. Then he suggested it might be possible to place a limitation on the performance of records, with the stations announcing the names of the manufacturers and the local dealers. He said the clause would not interfere with electrical transcriptions, and that his suggestions "would not harm anybody."

Admits Inability

MR. HUEBNER was cut short, however, when Mr. Rosenblatt asked him if he did not construe the whole procedure as "an attempt to get NRA to do something you can't get done in the courts." The witness then admitted that he was trying to accomplish something "which would be extremely difficult to accomplish in the courts."

Mr. Huebner related also that manufacturers some time ago had adopted the practice of inscribing on their records the phrase "not for broadcast use" but that stations had ignored it. He said he had talked the matter over with Philip G. Loucks, NAB managing director, who received him courteously and listened to him with indulgence, but "defied us to do anything about it."

Miss Alice L. Edwards, executive secretary of the American Home Economics Association, asked that the code include a provision that no broadcaster or network shall knowingly permit the broadcasting of any statements of a false, misleading or ambiguous nature relating to the quality of medicinal preparations of the character that are injurious to health or welfare. She recited a long list of alleged abuses, but could not, under questioning by Mr. Rosenblatt, isolate a case in which a broadcaster wilfully had become a party to perpetrating such frauds.

Advertisers Speak

A. E. HAASE, representing the Association of National Advertisers, said his group, representing the sponsors who finally pay the radio bill, had no desire to interfere with the code but would like to clear up certain ambiguous provisions respecting talent and agency commissions. He said his organization wants to know whether rate cards cover the price of talent. He emphasized that he is opposed to any provision which would require the purchase of talent along with the purchase of time. Before advertisers would agree to such a stipulation, he declared, they will turn to the competitor of the network or station or to other media. His fears, however, are allayed by a clear indication of the broadcasting industry that no such thought is in mind.

Mr. Haase said also his organization desired to know whether the agency commissions also applied to talents. He asserted he is vigorously opposed to so-called "pyramiding" of commissions on talent, declaring that in some instances the advertiser pays double or triple the price the artist finally receives, because of such cumulative commissions. He asked, too, about the stipulation that commissions on business shall be paid to only "recognized" agencies. A definition of the word "recognized" was asked.

Newspaper Stations Hit

MR. ROSENBLATT read into the record a series of complaints from stations about code provisions alleging undue hardships. George W. Strong, attorney for WREC, Memphis, complained about free publicity given by newspaper stations. He said a substantial number of stations owned by newspapers become unfairly competitive with independently owned stations by offering gratuitous advertising space through purchase of either medium or both. He asked a provision banning the practice of "donating" services of this character.

Mr. Strong also mentioned the "commission evil", declaring that the code provisions allow unlimited commissions for procurement of business in a manner that will affect public service and decrease station income. The practice has grown so that stations pay 45 to 50 per cent in commission. He argued for a 30 per cent maximum.

The open hearing then was adjourned, subject to call of Mr. Rosenblatt.

NBC Surveying Coverage Of Selected Net Stations

COVERAGE SURVEYS for a number of selected NBC stations are under way with a view of procuring signal strength and coverage data. As the plan is still in its preliminary stages, it is not definitely known whether NBC will extend the surveys to embrace its entire roster of stations.

While a number of stations affiliated with NBC have already completed coverage surveys as independent efforts, in the main through the firm of Jansky and Bailey, it is understood that these new studies are being undertaken for stations not already surveyed independently, and, for the most part, for stations owned or operated by the network.

Just how this data will be employed at present is conjectural. That it will be collated with fan mail analyses and listener surveys seems obvious. This information, together with other facility factors, ultimately may be taken into consideration in revision of rate structures and in sales promotion.

WDRC Gets Increase

WDRC, Hartford, was granted an increase in power from 500 watts to 1 kw. by the Radio Commission on Sept. 22 in a decision sustaining former Chief Examiner Yost.

Amalgamated Network Gets Started

Wynn Begins 15-Hour Daily Schedule on Eastern Hookup With Four-Hour Program; Preparing for Sponsors

WITH A FOUR-HOUR inaugural program, Amalgamated Broadcasting System, Ed Wynn's third network enterprise, got under way Sept. 25 over a 14-station hookup along the eastern seaboard. Heralded by Mr. Wynn and his associates as the forerunner of a nationwide system, encompassing upwards of 100 stations, the network presented features during the opening week not unlike those usual over stations and networks. There were no commercials on the opening night and, as BROADCASTNG went to press, nothing could be learned of sponsored accounts scheduled, though active preparations are being made to handle them.

Radio engineers who tuned in the programs noticed a high noise level. They stated this shortcoming might clear up as the regional network "shakes down". Amalgamated ascribed it to the large studio audience in New York on the opening night and predicted it would be eliminated.

Western Union Wires

WESTERN UNION lines are being employed—an innovation in network broadcasting. These circuits are not balanced for voice frequencies, but use of equalizing apparatus at the terminals, it is claimed, makes them comparable to regular telephone circuits, carrying the voice and music frequencies.

The network was opened with a variety program featuring names old and new to the audience. Among the "old timers" were Vaughn de Leath and Norman Brokenshire. Mr. Wynn himself was in Hollywood completing his new picture, but is expected to return to New York to take over the Amalgamated helm early in October. In the early stages of Amalgamated organization, he announced he would appear as master of ceremonies intermittently during evening programs. He is scheduled also to return to his Texaco "Fire Chief" program over NBC, unless that contract is abrogated.

Stations on Hookup

STATIONS aligned in the inaugural program and, presumably, to be continued on the first segment of the network were: WBNX, New York, key; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WCNW, Brooklyn; WCAP, Asbury Park, N. J.; WHDH, Boston; WCAX, Burlington, Vt.; WSYB, Rutland; WPRO, Providence; WNBH, New Bedford, Mass.; WSAR, Fall River, Mass., and WFAS, White Plains, N. Y.

Other stations originally slated for the net but which were not on the opening hookup are WTNJ, Trenton; WCAM, Camden; WJBI, Red Bank, N. J., and WLBZ, Bangor, Me.

Following the inaugural program, the statement was made in behalf of Amalgamated that the network "now has something to show them" and that an active campaign would be launched for commercial business. This activity falls upon Earl Bachman, Amalgamated's director of sales for the network. In charge as general manager during Mr. Wynn's absence is Ota Gygi, vice president.

OFFICIALS OF WYNN NET—Left to right, George M. King, executive director of program department and artist bureau; Ed Wynn, president; Ota Gygi, vice president and Earl Bachman, director of sales.

Station relations arrangements, under the original plan, provided that each affiliated station should pay the line charge for the haul from the closest network outlet. In other words, the Trenton station would pay for the haul from New York, the Philadelphia station from Trenton, the Baltimore station from Philadelphia, etc. The line costs are said to be far below the regular network charges because of the use of Western Union circuits.

May Sell Station Breaks

OTHER ORIGINAL policies enunciated by Mr. Wynn, understood to be in force, provide for the sale of network sustainings by affiliated stations with commercial announcement at station breaks so that, in effect, the station sells to its local sponsor a program of network calibre. A nominal sustaining program charge on the stations is provided for such programs.

A fortnight ago Amalgamated stated that more than 30 sponsored programs would be consummated within the month. Mr. Wynn has asserted repeatedly that the purpose of his network is to provide a "new deal" for radio listeners and means of employment to thousands of artists and musicians now unemployed. He has declared that he hopes to enlarge the network by degrees, spreading from the east into the middle west, with WCFL, Chicago, as the connecting link. The next segment, he has indicated will be the Michigan state network operated by Kunsky-Trendle Broadcasting Co. In practically every instance, the stations thus far aligned are in the low power category and independently operated.

Amalgamated's rate card for the six basic Eastern stations in New York, Trenton, Philadelphia, Wilmington, Baltimore and Washington, quoted a $510 an hour weekday rate up to 6 p.m., and $850 an hour after 6 p.m. (See Sept. 15 issue of BROADCASTING.)

The inaugural program was featured by welcoming addresses by Postmaster General James A. Farley; Judge E. O. Sykes, chairman of the Radio Commission, and Rep. Sol Bloom, of New York, who spoke from Washington via WOL. Numerous telegrams from prominent personalities in public life and on the stage, were read over the network. M. H. Aylesworth, NBC president was the sender of a message wishing his new contemporary full success. Felicitations also were offered by CBS.

Farley Speaks

POSTMASTER General Farley praised the enterprise and its motives. He congratulated Wynn as a genius in his field, and predicted a "new era" in chain operation. He called radio a wonderful instrument for good, and said that all other modes of communication "were left at the post by it". In conclusion he stated that President Roosevelt had requested him to extend his best wishes to Amalgamated for its success.

Congressman Bloom hailed the enterprise and its purposes, particularly the expression by Wynn that it would give work to hundreds of unemployed in the show business. Mr. Wynn, he declared, is uniting "the art of the theater with the science of radio". Judge Sykes congratulated the sponsors and paid tribute to Mr. Wynn's enterprise.

Mr. Gygi welcomed Amalgamated's new listeners in a short address from New York. He also introduced Curtis V. Dall, son-in-law of the President, who is said to be associated with Amalgamated as chairman of the board and former Rep. F. H. LaGuardia.

Saltzman Gets Job

MAJ. GEN. C. McK. Saltzman, former chairman of the Radio Commission on Sept. 20 was appointed vice president of the Merchant Fleet Corporation by Secretary of Commerce Roper. He will serve with Admiral Hutch I. Cone, chairman of the new Shipping Board Bureau, under the Department of Commerce, and with Thomas N. Woodward, as a member of the special advisory board on shipping. General Saltzman resigned from the Commission last July 19, giving ill health as his reason.

Local Station Plan Urged by Lafount

Limitation of Quota Rules Would Allow Increase

A RESOLUTION under which about 30 local stations using 100 watts power or less and removed from higher power stations, would be excluded from the quota stipulations of the radio regulations was proposed by Radio Commissioner Lafount Sept. 22. The measure, if adopted, also would open the way for the licensing of perhaps a dozen additional local stations in communities not now receiving good reception since the over-quota status of these states heretofore has prevented new station assignments.

If adopted, the measure also would open the way for possible slight increases of facilities in states now slightly over-quota, it was pointed out. Mr. Lafount said the purpose of his resolution, which has been referred to the legal and engineering divisions for study and report, is to "more nearly provide equality of radio reception."

Text of Resolution

THE RESOLUTION follows in full text:

WHEREAS Section 9 of the Radio Act of 1927 as amended declares—"that the people of all the zones established by Section 2 of the act are entitled to equality of radio broadcasting service, both of transmission and of reception," and

WHEREAS, the method prescribed in the same section of the amended act and intended to produce such equality of transmission but not of reception,

THEREFORE, I move that radio broadcasting stations classified at this time by the Commission as "Local Stations", and emitting 100 watts power or less, be not chargeable to quota, under the Commission's present system of quota charges, provided however: That said station be located at least one hundred miles air-line from any station emitting 5000 or more watts day or night, at least seventy-five miles air-line from any station emitting 250 or more watts and less than 5000 watts day or night, and fifty miles from any station classified by the Commission as local.

British Radio Columbus Here to "Discover" U.S.

BRITAIN'S outstanding radio commentator, S. P. B. Mais, arrived in New York Sept. 29 to "discover America" for the British radio audience. The result of a luncheon table conference with William Hard, NBC commentator who recently went to London to report the World Economic Conference, Mr. Mais' trip will be a free-lance one that will take him on a roving assignment over the country during which he will relay his observations to the British Broadcasting Corp. audience from local stations, and thence via short waves to London, every Friday night. In England he is being heralded as "The Modern Columbus." Talks will also be heard on the NBC-WEAF network at 4:20 p.m., EST, Oct. 13 and at 4:30 p.m., EST, on succeeding Fridays until Dec. 29.

An Appraisal of Television Development

By DR. C. B. JOLLIFFE
Chief Engineer, Federal Radio Commission

Definite Technical Progress Noted But Much to Be Done; Reception and Transmission Costs Are Problem

WHAT is the status of television today? That question, probably more than any other, has been put to engineers of the Federal Radio Commission during the last several years by persons in every walk of life.

Most concerned about television of course, are those in the radio industry—broadcasters, set manufacturers and even advertisers and advertising agencies who ultimately are destined to be called upon to provide the wherewithal for the visual radio art. It is because of the interest being manifested by these groups that I make these observations about television at the request of BROADCASTING.

Let me say at the outset that the Commission is not disposed to lift the present experimental restriction on television until it is satisfied that television has reached a higher state of practicability, both technical and economic. Both are vital factors. When that time will arrive, I am not prepared to say.

Victim of Ballyhoo

VISUAL RADIO, it seems to me, has been the victim of much premature publicity about its imminent arrival. Material progress has been made on the technical side during the past few years, but many barriers still remain and much laboratory research is needed. The economic problems—the questions of how programs will be staged, their nature and variety, and who will pay to make them profitable — have not yet been solved.

There are many fundamental differences between aural or sound broadcasting and television. Consequently, it is rather difficult to compare the status of television today with that of sound broadcasting during its adolescence. I have heard leaders in the industry compare television development with the crystal set stage of broadcasting. That probably is as close an analogy as is possible.

Danger of Obsolesence

BUT WHILE the technical status may be somewhat comparable, there is no connection whatever between the economic phases. For example, if a television receiver were placed on the market today to pick up the images transmitted by present types of visual broadcasting stations, that apparatus probably would become obsolete within a few months. In the case of sound broadcasting, advancement in transmitting technique did not render receivers in use obsolete, as their poor quality was only made obvious by comparison.

As for the status of television today from the technical standpoint, I think the Commission's

Dr. Jolliffe

statement in its last annual report which was reiterated a few days ago is still an accurate summation. Then it said that, while no startling inventions had come to light during the preceding year, there has been steady improvement in the detail of pictures transmitted. The Commission pointed out then that the trend is toward use of bands in the ultra-high frequencies, above 30,000 kc.; that the cathode-ray type of electrical scanning seems to be supplanting the earlier mechanical types of scanning, but that with all these developments it appears that much more progress must still be made before television can be accepted as a satisfactory entertainment service.

Broadcasts Still Limited

WHILE attempts have been made to broadcast scenes covering large areas, the report said, the majority of television stations have limited their transmissions to faces of one or two performers at most. This type of program, while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained "looker-in" interest and falls far short of what the public has been led to expect in the way of entertainment. This is particularly so in view of the technical improvements made during the last few years in sight-and-sound motion picture technique and the fact that these advances have created in the public mind a desire for very high technical standards of performance.

At the present time there is nothing to make us think that television will find its ultimate locus in other than the ultra-high frequencies above 30,000 kc., which is, in effect, still a more or less unexplored radio region. Reports of experimentation in these bands from many licensees indicate that substantial progress is being made in harnessing them for various types of coverage including television. These short waves, which simulate light waves in their propagation characteristics, are severely limited in coverage.

Engineers are now working on the possibility of building ultra-high frequency television stations on the top of tall structures, so the programs literally will "rain down" on lookers-in. This would provide purely local coverage. The question whether there will be television networks like the sound networks raises another large problem, since there are no telephone lines now in use capable of carrying frequencies of the order required to transmit pictures. Thought has been given to distribution of programs through space, instead of by wire, with the use of repeater systems, but that would involve a big job of installing such repeater stations.

In any event the method of distribution of visual programs is not at present in existence and new methods would need to be developed in order to permit network distribution.

Cathode Ray—Heart of Television

THE CATHODE ray tube, being used with great success in television experimentation, seems destined to become visual radio's counterpart of the vacuum tube. The large tube pictured above is a 9-inch bulb of the character used in television experiments, and the little one is a 3-inch tube. These dimensions refer to the diameter of the picture screen, which is the white disk at the top of the "funnel", on which the image appears, since the tube is placed horizontally in the receiver. The funnel is coated with a fluorescent material which shines when a stream of electrons is projected at it.

Some Cost Problems

AS TO television receivers, the cost problem also appears to be great. Until transmission reaches the technical stage when good-sized pictures of clear detail can be reproduced in the home and until definite standards for television transmission and reception are agreed to by the industry, the Commission probably will not be willing to say that visual radio has reached the stage where it can hold sustained public interest. Present production costs, however, would mean that a receiver capable of picking up such images would retail at a price far higher than the present high-grade broadcast receivers. Even if the price were not prohibitive, the cost of cathode-ray tubes, which would have to be replaced ever so often, tends to place maintenance costs beyond the reach of the ordinary citizen of limited income. This prohibition would be removed, however, as soon as this type of tube reaches the stages of mass production.

Economic Aspects

THE QUESTION naturally rises as to who will pay the bill for television. It seems obvious that it will cost more to stage a television program—a talking motion picture of the air—than to produce a sound program of comparable quality. Will the program sponsor foot this bill? Will television be economically feasible without so-called chain distribution of programs? These are the big economic questions.

In conclusion, we know that definite technical progress is being made in visual radio but that many more problems remain. We know that manufacturing standards must be established so that all methods will include similar systems of synchronization, the same number of pictures per second, and the same number of lines per picture. We know little, however about the economic side, and how television will be supported once it arrives.

Television Committee

A SPECIAL committee of the Radio Manufacturers Association, headed by E. T. Cunningham, president of RCA Victor Co., has been appointed to make a special study of the future of television broadcasting. It will study the desirability of various visual frequencies and consider recommendations for television bands to the Radio Commission. Serving with Mr. Cunningham are R. Roy McCanne, president of Stromberg-Carlson Co., James M. Skinner, president of Philadelphia Storage Battery Co., and Powel Crosley, president of Crosley Radio Corp.

Grid Games Cost Sponsor $135,000

Associated Oil Buys Rights For Pacific Broadcasts

HAVING concluded negotiations with Pacific Coast colleges and other institutions for purchase of exclusive football broadcasting privileges this season for a consideration of $75,000 to the colleges, Associated Oil Co. has launched its eighth year of grid broadcasts in the west. A contract was consummated by Harold R. Deal, advertising manager for Associated Oil Company, with Hugh E. Rosson, graduate manager of the University of Oregon and radio committee chairman of the Pacific Coast Intercollegiate Athletic Conference, for exclusive broadcasting of all conference controlled games, the conference comprising Stanford, California, Southern California, California in Los Angeles, Oregon, Oregon State, Washington, Washington State, Montana and Idaho.

In addition, agreements have been concluded with Santa Clara, of San Francisco, St. Marys and the Olympic Club for exclusive broadcasting privileges on all contests played at Kezar Stadium in San Francisco, and with Gonzaga for all contests played at Spokane.

$50,000 for Time

NETWORK facilities, station time, and payments to schools and other institutions will cost Associated Oil Co. around $135,000 in all to make possible presentation of broadcasts of these games to the public during the coming football season, Mr. Deal stated. All outlets of NBC and CBS-Don Lee network on the Pacific Coast will be utilized. Network and station time will cost the sponsor about $50,000, and commissions will run nearly $10,000.

Since the close of last season, the question of football broadcasting for this year has been the subject of many conferences. Associated Oil Co. has presented the football broadcasts in the west for the last seven years, but this year is the first in which it was necessary to purchase broadcasting privileges.

"Associated Oil Co. has presented play-by-play reports of western football games for the dual purpose of bringing the gridiron sport to shut-ins and those unable to attend the games, and of promoting general football interest which results in increased coastwide travel by automobiles to the games," Deal declared.

Promotes Gas Sales

"THE IDEA of encouraging motoring is of course of great importance. We feel that football fans appreciate our efforts to make the football broadcasts possible.

"The football broadcasts will be utilized to acquaint the fans with Associated Oil's new Flying A Gasoline, and will serve as a continuation of the advertising program behind this new product. As a tie-in at the point of sale, Associated dealers have been supplied with the 1933 Associated Football Schedule for free distribution at their stations and garages. This item will be widely publicized during the broadcasts. Display material will be available at the resale outlets and other promotional activities will tie in with the company's football broadcast presentations."

AL SMITH & CO., BROADCASTERS—This photograph was taken at the first WMCA board meeting held recently in New York. Seated, left to right, are John T. Adams, president of Federal Broadcasting Corp., new operators of WMCA, and Hon. Alfred E. Smith, board chairman. Standing, left to right, are Talbot O. Freeman, A. Newbold Morris, Howard G. Cushing, Paul Nitze, Walter S. Mack, Jr., Robert Thayer, John Hay Whitney, James K. Norris, Bethuel M. Webster, Jr., and Clendenin J. Ryan, Jr.

Elwood Resigns

Mr. Elwood

JOHN W. ELWOOD, NBC vice president in charge of political, educational, religious and international broadcasts, has resigned. No reasons were given for his resignation, which was accepted by the NBC board Sept. 15, effective immediately, but it is understood to have resulted from disagreements over policy. Mr. Elwood, a cousin of Owen D. Young, has been with NBC almost from its inception on Nov. 15, 1926.

Decreasing Advertising Cost Per Listener Cited

THREE pertinent facts regarding broadcasting costs over NBC are set forth briefly but challengingly in a newly issued brochure titled *Listeners at Half Cost.* The facts, illustrated with statistical charts, are: (1) NBC cost per radio family is 50 per cent lower than in 1927; (2) NBC average cost per station-city is considerably lower than in 1927, and (3) NBC cost per watt is considerably lower than in 1927. The brochure concludes with the argument that while the radio audience has grown by leaps and bounds and while the NBC network has steadily expanded, NBC rates have "remained fundamentally on the same low basis as in 1927."

HALF of the 15 per cent salary cut ordered for practically all CBS officials and staff in June, 1932, has been ordered reinstated as of Oct. 1.

NBC Increases Rates On Three 50 Kw. Units Because of Expansions

EFFECTIVE Oct. 1, rates of three 50 kw. outlets of NBC are increased "to a figure more in keeping with the size of the audiences they reach," according to an announcement Sept. 15 by Roy C. Witmer, eastern sales vice president. The stations are WFAA-WBAP, Dallas-Fort Worth; WSB, Atlanta, and WSM, Nashville.

Hereafter the charge to sponsors for the periods between 6 and 11 p.m., local time on each of these stations will be $300 an hour, $188 a half hour and $118 a quarter hour. All other periods, including 11 to 12 p.m., are at half these rates. The former network hourly rates for each of these stations were $190, $120 and $74.

"These stations," said Mr. Witmer, "have all gained important power increases since the original rates were established, and the number of sets in the territories which they serve has doubled—and in some cases tripled—while rates have remained at the level set in 1927.

"The new rates in each case represent a considerably lower cost per radio family and lower cost per watt than in 1927. We are confident that the increases will be recognized by all advertisers as being fully justified by the greatly improved service which these stations now offer."

NBC on Sept. 9 also boosted the rates for WJR, Detroit, to $500, $312 and $196 from $340, $212 and $132.

Football Sponsor

NORTHWESTERN YEAST Co., Chicago, (Yeast Foam) will sponsor the home football games of Northwestern University, Evanston, over WMAQ, Chicago, starting Oct. 7 through Nov. 25. The account is handled by the Hays MacFarland & Co., Chicago. The company has been sponsoring a half-hour program each Sunday afternoon over an NBC network for the past three years.

CBS Rates Are Raised For Four Key Stations To Meet Greater Costs

CHANGES in the rates for four cities, as well as a change in the format, are incorporated in Rate Card No. 16, issued Sept. 15 by CBS and effective Oct. 15. The new base rates in these four cities, according to H. K. Boice, sales vice president, are "deferred increases which partially compensate for the increased cost of operating superpower stations in these areas."

The increases, Mr. Boice points out, are nominal, averaging about 15 per cent as against increased powers of 500 per cent since the old rates went into effect. The stations involved are WABC, New York; WCAU, Philadelphia; WCCO, Minneapolis, and WJSV, Washington. The first three are 50 kw. stations and WJSV has 10 kw.

The rate for WABC is $950 an hour, $594 a half hour and $371 a quarter hour night time. The old rate was $800, $500 and $312.

The new rate for WCAU is $450, $281 and $176 as against old rates of $400, $250 and $156.

The new rate for WCCO is $350, $219 and $137 as against old rates of $300, $188 and $117.

The new rate for WJSV is $200, $125 and $78 as against old rates of $175, $109 and $68.

All of the foregoing are night rates, the day rates being approximately half. Transition rates, which are two-thirds of night rates, apply to all stations broadcasting on current New York time from 6 to 6:30 p.m.

"Despite these changes," said Mr. Boice, "the average rate per station for the entire Columbia Network is lowered—from $201.15 on Rate Card No. 15 to $186.06 on Rate Card No. 16. This is largely due to a favorable new arrangement with the Columbia-Don Lee Group, which permits the definite delivery of the six important 'bonus' stations on all Pacific coast broadcasts."

Based on new coverage, Mr. Boice estimates that the advertiser now spends 38 cents per thousand homes reached by CBS stations, whereas in 1931 he paid 56 cents and in 1929 59 cents.

WCAU Dixie Key

WCAU, Philadelphia, on Sept. 25 became key station of the CBS Dixie Network, according to an announcement by that station Sept. 22. Arrangements have been completed whereby WCAU feeds the majority programs to the southern network during the fall and winter, starting with 12 and preparing 10 others for release within a few weeks, under the direction of Stan Lee Broza, WCAU program manager. Other stations of the net are WPG, WGST, WDRC, WBT, WDOD, KLRA, WBIG, WREC, WQAM, WSFA, WLAC, WDSU, WTOC, WDAE, WSJS and WODX.

UNITED DRUG Co., Boston (Rexall specialties), long a radio user, is placing a new series of five 15-minute transcriptions on a wide list of stations; account is handled by Thompson-Koch Co., Cincinnati.

Monthly Guide to Broadcasting Business

By MARTIN CODEL

First NAB Report Covers Local Spot, Net Time Sales; Radio Nearly 10% of Gross of All Major Media

FIRST of the monthly NAB statistical reports, covering the business done by individual stations as well as by networks, discloses that local and national spot time sold by stations during July exceeded in dollar volume the business done by the two major network plus the regional networks. The report also reveals radio's gross of $3,918,441 for the month as being nearly 10 per cent of the gross advertising volume of all major media.

Though somewhat belated in issuance, the July report discloses a method to be followed henceforth to furnish the business of broadcasting with a monthly guide to the volume of radio business done by the industry as a whole, including a breakdown of station and network revenues by types of sponsoring business.

The statistical service will be carried on by Dr. Herman S. Hettinger, an economist of the Wharten School of Finance of the University of Pennsylvania. It was conceived as an industry need by Philip G. Loucks, NAB managing director, who engaged Dr. Hettinger because of the splendid record he has achieved as a "radio economist" in the two or three years since he first became interested in radio when asked to do a survey for WCAU.

Returns are Representative

THE REPORT for July is based on confidential returns from carefully selected sample radio stations known to represent fully 25 per cent of the entire local and national network business, with network figures authenticated by the networks themselves. The figures are projected forward by known statistical methods, and Dr. Hettinger believes that they are easily within 5 per cent of being absolutely correct.

It is anticipated that the August report will be available early in October, and henceforth the monthly reports will be issued as soon after the individual returns can be compiled and collated as possible.

The July report is interesting not only for its content but as revealing the method to be followed hereafter by Dr. Hettinger, who will continue his compilations and reports in his offices in Philadelphia. He has returned to his teaching post at the Wharton School.

The total gross time sales, not subtracting discounts, for radio as a whole amounted to $3,918,441 during July, the report shows. Individual stations represented $2,092,899 of this total, national networks $1,809,473 and regional networks $16,069.

Radio's $3,918,441 July total compared as follows with other major media: newspapers, $32,701,486; national magazines, $6,096,540, and farm papers, $236,505.

TABLE I

Non-Network Broadcast Advertising By Type Of Sponsoring Business

Type of Sponsoring Business	Gross Receipts July, 1933 National Spot	Local	Total
1-2. Automobiles and accessories:			
(1) Automobiles	$47,671.00	$46,623.00	$94,294.00
(2) Accessories, gasoline and oil	95,721.00	112,269.00	207,990.00
3. Clothing and apparel	20,350.00	123,510.00	143,860.00
4-5. Drugs and toilet goods:			
(4) Drugs and pharmaceuticals	104,490.00	89,925.00	194,415.00
(5) Toilet goods	114,901.00	18,499.00	133,400.00
6-8. Food products:			
(6) Foodstuffs	119,380.00	213,160.00	332,540.00
(7) Beverages	18,436.00	57,322.00	75,758.00
(8) Confectionery	26,195.00	3,704.00	29,899.00
9-10. Household goods:			
(9) Household equipment and furniture	18,518.00	93,062.00	111,580.00
(10) Soap and kitchen supplies	33,606.00	14,917.00	48,523.00
11. Insurance and financial	10,431.00	50,202.00	60,633.00
12. Radios	642.00	12,603.00	13,245.00
13. Retail establishments	12,450.00	175,300.00	187,750.00
14. Tobacco products	517.00	5,860.00	6,377.00
15. Miscellaneous	112,235.00	340,400.00	452,635.00
Total Advertising volume	$735,543.00	$1,357,356.00	$2,092,899.00

The national magazine figures are on the basis of 108 leading periodicals, the summaries being prepared by Publishers Information Bureau, Inc., from which the network and farm paper summaries also were secured. The magazine figure represents August monthly magazines due to the method used by the bureau. The newspaper expenditures are based on estimates secured by Dr. Hettinger.

By power of stations, Dr. Hettinger divides the non-network broadcast advertising figures as follows, the figures representing gross receipts for the month:

Over 5,000 watts	$960,795
2,500-5,000 watts	288,980
250-1,000 watts	668,535
100 watts and under	174,589
Total	$2,092,899

Divided by geographical districts, Dr. Hettinger finds the New England-Middle Atlantic area did $589,655 of the July total; South Atlantic-South Central area, $272,031; North Central area, $712,529, and Pacific and Mountain area, $518,684.

Local advertising represented $1,357,356 of the total of individual station business, and national spot, which is defined as that secured from non-local sponsors, amounted to $735,543. By type of rendition, these figures are broken down as follows:

Type of Rendition	Gross Receipts for July National Spot	Local	Total
Electrical transcriptions	$240,341.00	$82,555.00	$322,896.00
Live talent programs	232,780.00	700,800.00	933,580.00
Records	3,742.00	77,581.00	81,323.00
Spot announcements	258,680.00	496,420.00	755,100.00
Total	$735,543.00	$1,357,356.00	$2,092,899.00

Dr. Hettinger also calls attention to a form of business which recently attained some prominence in local broadcast advertising—so-called participations. This is a program sponsored jointly by two or more sponsors who pay at the regular time rate rather than at the rate for spot announcements. July participations amounted to $80,940, of which live talent represented $60,610, records $20,220 and electrical transcriptions $110.

Sponsors Classified

POSSIBLY the most important classifications of station business are those showing the non-network broadcast advertising by types of sponsoring business, and those showing the relative positions of network and individual station business by types of sponsoring business. These are respectively shown in Tables I and II accompanying this article. In this connection, Dr. Hettinger explains:

"A few comments should be made as to what is contained within the various classifications and as to the nature of companies actully found in the different industrial groups. Automobile advertising is obvious as to its nature. Gasoline, oil and accessory adverting on networks centers almost exclusively in the two former classes of goods. Clothing and apparel not only includes clothing proper, but furs, haberdashery, and similar products. Drugs and pharmaceuticals include all drug products, and proprietary remedies or health products other than articles which are definitely foodstuffs. Beverages include coffee and tea, soft drinks and beer. Confections include the item of chewing gum which is so classified in the national classifications used by other media. Household equipment

(*Continued on page 68*)

TABLE II

Radio Broadcast Advertising Volume By Type Of Sponsoring Business

Type of Sponsoring Business	Gross Receipts July, 1933 National Network	Regional Network	Individual Stations	Total
1-2. Automobiles and accessories:				
(1) Automobiles	$96,016.00	—	$94,294.00	$190,310.00
(2) Accessories, gasoline and oils	245,407.00	$4,250.00	207,990.00	457,647.00
3. Clothing and apparel	8,910.00	1,125.00	143,860.00	153,895.00
4-5. Drugs and toilet goods:				
(4) Drugs and pharmaceuticals	154,030.00	1,590.00	194,415.00	350,035.00
(5) Toilet goods	305,899.00	—	133,400.00	439,299.00
6-8. Food products:				
(6) Foodstuffs	327,344.00	5,790.00	332,540.00	665,674.00
(7) Beverages	225,816.00	—	75,758.00	301,574.00
(8) Confections	3,488.00	—	29,899.00	33,387.00
9-10. Household goods:				
(9) Household equipment and furniture	23,305.00	—	111,580.00	134,885.00
(10) Soap and kitchen supplies	63,794.00	2,140.00	48,523.00	114,457.00
11. Insurance and financial	79,110.00	—	60,633.00	139,743.00
12. Radios	46,717.00	—	13,245.00	59,962.00
13. Retail establishments	—	—	187,750.00	187,750.00
14. Tobacco products	162,355.00	—	6,377.00	168,732.00
15. Miscellaneous	67,282.00	1,174.00	452,635.00	521,091.00
Total advertising volume	$1,809,473.00	$16,069.00	$2,092,899.00	$3,918,441.00

More 50 Kw. Stations Are Seen As Commission Lifts Limitation

Lafount Wins Long Fight for Maximum Power On Additional Clear Channel Outlets

PAVING the way for the licensing of more 50 kw. stations, the Radio Commission on Sept. 8 adopted Commissioner Lafount's resolution asking for an amendment of the rules to lift the limit of four maximum power stations per zone. Adoption of the Lafount resolution, which comes at a time when about a half dozen 25 kw. stations are preparing to seek 50 kw., leaves the way open for nearly all of the clear channel stations to secure maximum power—that is, if the engineering and legal divisions recommend favorably on individual applications and the Radio Commission finally approves.

The Commission's action, in other words, raises the limit to eight clear channels per zone on which 50 kw. can be used, if technically and legally practicable. It alters the orders which laid the groundwork for the reallocation of 1928, under which 40 channels were designated as clear, but which permitted only 20 of them to be used (four to a zone) with maximum power.

Five Await Hearings

FIVE CLEAR channel stations seeking 50 kw. have already been scheduled for hearings on their applications before the full Commission Oct. 4. They are WBZ, Boston; WGN, Chicago; WHAM, Rochester; WJR, Detroit, and WMAQ, Chicago. The first three now use 25 kw., WJR uses 10 kw. and WMAQ uses 5 kw.

Their applications for 50 kw., and those of the other clear channel stations that are expected to seek that power, will now be heard on their individual merits, and their counsel will not be required to ask for a change in Paragraph 118 of the Commission's Rules and Regulations, which previously limited the number of channels carrying that power to four per zone. KNX, Hollywood, now using 25 kw., has also applied for 50 kw., as has WHAS, Louisville.

The action of the Commission follows several years of untiring effort by Commissioner Lafount, long an advocate of high power on clear channels. Mr. Lafount believes that the 50 kw. limit must next be raised—at least for some stations. In this connection, Commission engineers indicate that the plans of WLW, Cincinnati, to operate with 500 kw. experimentally after midnight as soon as its giant new transmitter is completed before the end of this year will be watched with great interest to prove or disprove present theories of adjacent channel interference.

Practically the only deterrent to all clear channel stations securing maximum power, now that the rules have been changed, is that in some instances interference may develop on adjacent channels. This question must be considered by Commission engineers as each of the applications is received.

Since the high power grants of two years ago, all but two of the 50 kw. stations that were authorized have been built. They are WOR, Newark, shortly to be constructed, and KOA, Denver, construction plans of which are not known.

At present there are 22 50 kw. stations, several of which share time and a few of which cannot be said to be operating on clear channels in view of duplications authorized by the Commission. They are KFI, Los Angeles; WSM, Nashville; WEAF, New York; KPO, San Francisco; WLW, Cincinnati; WSB, Atlanta; WJZ, New York (regularly licensed for 30 kw. but using additional 20 kw. experimentally); WGY, Schenectady; WFAA-WBAP, Dallas-Fort Worth; WCCO, Minneapolis; WABC, New York; WENR-WLS, Chicago; KDKA, Pittsburgh; WOC-WHO, Des Moines; WTIC, Hartford; WTAM, Cleveland; KMOX, St. Louis; KSL, Salt Lake City; WCAU, Philadelphia, and WOAI, San Antonio.

Clear channel stations now using 25 kw. are WGN, Chicago; WBBM, Chicago; WHAS, Louisville; WBZ, Boston; KNX, Hollywood; WBT, Charlotte and WHAM, Rochester.

Clear channel stations now using 10 kw. are WJR, Detroit; WWL, New Orleans; KWKH, Shreveport; KYW, Chicago; KTHS, Hot Springs, Ark.; KRLD, Dallas; WBAL, Baltimore; WOWO, Fort Wayne, Ind. (decision pending on application for 25 kw.), and KOB, Albuquerque, N. M.

Clear channel stations now using 5 kw. are WOR, Newark (holds permit for 50 kw.); WMAQ, Chicago; KFAB, Lincoln, Neb. (holds permit for 25 kw.); KJR, Seattle; WLWL, New York; WPG, Atlantic City, WRVA, Richmond; KVOO, Tulsa (holds permit for 25 kw. and will shortly be ready); WAPI, Birmingham (holds permit for 25 kw.); WWVA, Wheeling, W. Va., and KEX, Portland, Ore.

In addition, KGO, San Francisco, uses 7,500 watts on the clear channel of WGY, while KOA, Denver, authorized to increase to 50 kw., is now licensed to 12,500 watts.

Talent In Stripes

THREE CONVICTS in the Michigan state prison are appearing each Tuesday night in a half hour program sponsored by the Sparks-Withington Co., Jackson, Mich. (radios and refrigerators) over CKLW, Windsor-Detroit. An imprisoned organist went on the air as an experiment in late June. So enthusiastic was the listener response that a violinist and a tenor soloist were added. The prison chapel serves as the studio.

U. S. HIGH POWER MAP—Showing status of all broadcasting stations of 5,000 watts power or higher as of October 1, 1933.

An Agency Executive on Representation

By OSBORNE B. BOND
Director of Media
Calkins & Holden, New York

Advises Against Payment of Commissions to All Comers; Urges Extra Fee Be Spent in Servicing Accounts

Mr. Bond

THE VIEWS here reflected are the individual opinion of the author, who offers an agency slant on the highly controversial question of station representation, the pro and con angles of which were treated in the symposium in the July 15 BROADCASTING. Mr. Bond swings heftily at the practice of certain brokers offering to undersell station time. He urges stations to define definite time-selling practices, suggesting at least an annual personal call on agencies. He also insists on adequate merchandising services from stations.

IF YOU AND I were talking together we could probably discuss many phases and angles concerning the radio time broker which, for obvious reasons, cannot be here set down. Let me assume that you are my listener and I shall attempt, informally, to tell you how one agency man, at least, reacts to the broker.

In the first place, I think the word "broker" has been terribly misused. It has been applied to several well established concerns who have been doing a good job for radio generally, to the person who is definitely responsible for an account going on the air, and to the individual who knows nothing about the proposed radio activities of an account until some friend "in the know" mentions to him that the account is about ready for the air. This latter person then assumes the position of "broker" and contacts the radio stations in the belief that he can make a little easy money for himself.

It is this individual who has caused advertisers and agencies the greatest amount of grief in the past. That he is able to do some of the things he has done, is the fault of no one other than the radio station management itself. Certainly radio got away to a bad start by permitting any and everybody to collect a commission on the station time contracted for. As a media buyer, I am not the least bit concerned in the amount of money which a station will pay for the business it gets, providing its rate parallels the service we would get from another station for the same expenditure.

Underselling Evil

WHAT DOES concern me very materially is when I build a list of radio stations for a certain piece of business and, after placing the business with the stations, learn from the advertiser that someone else "could have saved us several hundred dollars on the time." Station managers know about this, some of them even go on record to state that nobody can buy the time for any less money than I have paid—that there is only one rate and that rate is paid by everybody.

We need not here explain the very elemental way in which the so-called "broker" finds it possible to show a lower rate for a certain station, when there are several stations in the advertiser's list. Whether this condition can continue to exist for even a few months is somewhat of a question. I have, within the past thirty days, found it necessary to call upon a number of radio stations. Some of these stations refuse to accept business placed through a broker, others seem perfectly willing to pay an additional 15 per cent if the broker has had anything to do with the account. Several stations mentioned that while they *would* take the business through a broker's office, they would *prefer* to have it come direct from the agency in order to save the second commission.

Must Define Practice

THESE FINDINGS were not peculiar to my particular contacts—they will happen today in practically every grouping of a half dozen different radio stations. There is just one answer to the evil. Radio stations must define very definitely what constitutes the proper practice in the sale of station time. Can a sales representative do the job? Can a broker do it more successfully? Is it necessary for the commercial manager to call on advertisers and agencies in an effort to build business? Must the station offer marketing and merchandising cooperation to its accounts?

I am not going to try to answer these questions as they are stated. Radio stations themselves must do that. I would like to offer a few suggestions. A sales representative in the national field is vitally important. This representative must be recognized by advertisers and agencies alike as the *official authorized representative* of the radio station management so the agency may feel that in dealing with this representative they will secure the same kind of service as has been offered for so many years by the special representatives of newspapers. A representative of this type will be able to offer radio stations a selling service which, up to recently, they have gone without.

A broker has never been able to do this job successfully. True the broker has placed considerable business with a great number of stations and this has meant much dollar volume, but the reason that most of the business has been placed with the station suggested by the broker is because advertisers generally have not been able to secure the type of information about local radio conditions that they would have if a sound selling story for the different radio stations had been available. I have come to one conclusion—that, in order to understand radio conditions as they really exist in any given city, it will be necessary for radio stations to set up competitive selling staffs, by means of the special representative, so that these representatives may *sell* a radio station for what it is.

Should Make Calls

ONCE, or perhaps more often, a year a station's commercial manager should call upon the agencies to tell us what the station is doing in its given market area. Merchandising cooperation, if it has not been employed up to this time, is surely going to be a necessity in the future. Radio is an advertising medium being sold to compete nationally with magazines and locally with newspapers. It is the local competition of the newspaper with its marketing and research departments that radio stations will have to watch. The actual purchase of time, the building of the program and the broadcasting into the ether, are only one part of the job in making the program successful. The advertiser must be shown how to properly merchandise his program to the logical retail outlets in the coverage area of the station. Certainly the advertiser cannot undertake to cover every one of these outlets with a representative before and during the broadcast. That job should be done by the station and the money to pay for the job will just about equal the amount which any station will pay as a second commission to a broker.

My closing thought is, that, instead of paying 15 per cent to a broker for sending you a contract which you were probably going to get anyway, you spend this money in giving real service to the advertiser so that he will feel you are just as anxious to make his program successful as he is.

Objections Are Voiced To Code of A. A. A. A.

THAT the Association of National Advertisers is not entirely satisfied with the proposed code of fair competition filed by the American Association of Advertising Agencies (see Sept. 1 issue of BROADCASTING) was indicated in a statement Sept. 15 by Paul B. West, A. N. A. managing director. Mr. West, indicating that the A. N. A. may want to be heard on the A. A. A. A. code hearing, said that opinions differ on certain points and that "it is felt that a more thorough analysis should be made before these questions can be definitely settled." Date of the A. A. A. A. code hearing has not been set, but A. B. Whiteside has been designated as deputy administrator to conduct it.

New Milk Campaign

DEAN MILK Co., Chicago, which has been sponsoring morning health talks over WLS, Chicago, by Dr. Herman Bundesen, president of the Chicago board of health, has begun to use radio spots along with newspapers and other media in its trade area in a campaign advertising its new Vitamin D evaporated milk, which uses an extract from cod liver oil. Howard H. Monk Advertising, Rockford, Ill., handles account.

Grocery Account

NATIONAL GROCERY Co., Seattle, has taken three transcription series from Radio Transcription Company of America, with recordings produced at Freeman Lang studio in Hollywood. They will spot on radio stations in Oregon, Washington and Alaska for their Reliance brand of coffee. Seattle office of Barnes, Campbell agency handles account.

NBC Begins Occupation of Radio City

Opening of World's Largest Broadcasting Plant Marks Thirteenth Year of Radio, Network's Seventh

ALL THIS MONTH is "moving day" for NBC, which is making ready to move into its new headquarters in Radio City. Occupying 10 stories of the central building in the huge Rockefeller building project in midtown Manhattan, the new NBC studios and offices have been about completed and will be occupied by Nov. 1. Then on Nov. 15, the seventh anniversary of the inauguration of NBC as a network organization, a gala all-star broadcast will introduce the magnificent new radio headquarters to the listening world.

It is a far cry from the little shack in the rear of the home of Dr. Frank Conrad, in Pittsburgh, to the huge broadcasting plant of NBC — regarded as the largest, most modern and most completely equipped in the world—which will be inaugurated within a few days after American and world broadcasting observes its thirteenth birthday.

Recalls Pioneer Days

ON NOV. 2, 1920, Dr. Conrad's experiments with broadcast "radio telephony" bore fruit in the establishment of what is now KDKA, the first broadcasting station in the world to go on the air and remain on the air continuously on a regular daily schedule. As M. H. Ayesworth, NBC president and one of the guiding geniuses of the whole Radio City project, puts it:

"The opening of this huge broadcasting plant, covering some 400,000 square feet of space, will mark the passing of another milestone in radio progress. It is interesting, in this connection, to recall that it was only 13 years ago this Nov. 2 that Dr. Frank Conrad, of the Westinghouse Electric and Manufacturing Co., made history by reporting the results of the Harding election through KDKA. That program inaugurated the world's first regular daily broadcasting schedule.

"From that beginning radio broadcasting has grown. The first program was broadcast from Dr. Conrad's garage. It might be said that Radio City is an outgrowth of that garage. It is surely a striking contrast, and one which serves to give us confidence in the future development of radio broadcasting."

To Use 27 Studios

MR. AYLESWORTH personally escorted a group of 60 radio editors through the huge studio block on Sept. 19. They saw 16 of the 36 studios practically ready for the opening night. Eleven more, including five audition studios, will be complete by Nov. 15 except for technical equipment. The remaining eight, occupying the sixth and seventh floors, will be left unfurnished for the time being, these floors being available for future development — probably awaiting the advent of television!

Radio City Statistics

NBC space—400,000 square feet. Number of studios—35. Number of studios for opening—16. Microphone outlets—250. Miles of wire in NBC quarters—1,250. Miles of cable—89. Miles of broadcast conduits—125. Electric clocks—325. Soundproof doors—296. Transite for soundproofing—153,600 square feet. Wall fabric—244,908 square feet. Drapes—4,698 square feet. Rockwool for soundproofing—500,000 lbs. Lumber—175,000 feet.

The Auditorium Studio will be the largest in the world. It is 78 by 132 feet and three stories in height. Along one side, at the second floor level, runs a balcony which will seat more than 250 spectators. Opposite this is a semi-circular stage, which will be large enough to accommodate a 100-piece orchestra.

The next largest studio in Radio City is 50 by 89 feet and two stories in height. Known as the Radio Guild Studio, it is equipped with a stage and a glass curtain, so that the immediate audience may see the program without worrying about the possibility of disturbing the players. The glass curtain is similar to that in the NBC Times Square Studio in the New Amsterdam Theatre Building.

Next come two studios 50 by 80, four 30 by 50, and two 25 by 40. All these studios are two stories high. Along one side they have galleries for spectators, separated from the main portion of the studios by glass. These galleries are equipped with loud speakers, so that the spectators may hear the program they are watching. All these studios also have smaller galleries for the use of sponsors who wish to watch the production of their programs.

Special Children's Studio

ON THE EIGHTH floor is a Children's Studio, 20 by 30, which will be used exclusively for children's programs, and is appropriately decorated. Adjoining it is a special lounge room for children.

On the ninth floor is a group of four studios with an unusual arrangement. They are built around one central control room of circular design, the floor of which consists of a huge turn-table. Thus it may be swung mechanically to face any of the four surrounding studios. It is possible that this may be of great use in the future for television broadcasting, since all that would be necessary to shift scenes would be to swing from one studio to another. For the present, it will be useful in certain types of programs, where an orchestra may be put in one studio, a speaker in another, and so forth.

The remainder of the completed studios are smaller, for the use of speakers.

The whole studio section has been so arranged that it will be possible to accommodate the largest number of visitors with the least confusion. Visitors will enter through a large mezzanine rotunda, from which they will take special elevators to the second floor lobby, where they will be greeted by hostesses. Here are large lounge and smoking rooms, opening out on terraces overlooking the street. The lounges are paneled in wood and have decorative fireplaces, as have several of the speakers studios. Also on this floor are the audition studios, large lounge rooms for sponsors and musicians, and green rooms for the use of stars.

From this floor visitors will be taken, again by special elevators, to the fourth and ninth floors, on which are the balconies overlooking the two and three story studios.

The Technical Rooms

ARRANGEMENTS also have been made so that visitors may view the main control room through which programs are routed to the networks, and the control room of the huge air conditioning plant. These are on the fifth and tenth floors, respectively.

The whole studio block has been so laid out that it will be possible to keep visitors, artists and staff members from conflicting in their movements about the building. Interior banks of elevators are supplied for the production staff.

In most modern broadcasting studio construction, it has been the practice to place the main control room in the center, surrounded by the studios. Obviously this was impossible in a 10-story studio building, but the principal was retained, in the vertical. Master control was located on the fifth floor, with the studios above and below.

On this floor, in addition to the control panels, are the main equipment room, the power room, the battery room, the technical laboratory, operating and maintenance shops, telegraph and traffic rooms, and the switching booths. The huge panel of the master control is faced by the visitors' observation gallery, from which the power and telegraph rooms also are visible.

Behind the control board is the main equipment room in which are some 400 panels similar to those in a telephone switch board.

As there are no windows in the studio section, the problem of air conditioning and ventilation was a major one. The air conditioning plant installed in Radio City is said to be the largest and most complete in the world. It occupies the greater part of the tenth floor, while the refrigerators for cooling air are in the basement.

The air conditioning control board, also faced by an observation room, is a huge panel of sixty-four dials. On these is registered a continuous graphic record of the temperature in every section of the building. The control operators, watching these dials, can keep the air condition constant, observing and correcting any variations due to the number of people in the studios, and other factors.

The air is continually circulated, washed, humidified or de-humidified according to its condition.

Elaborate Sound-Proofing

THE SOUND-PROOFING of the NBC studios was the most complete job of its kind ever attempted. All the studios have "floating" floors, walls and ceilings, which are separated and insulated from the framework of the building itself. They actually are like boxes suspended in the steel and concrete construction.

Each of these "boxes" is surrounded by tons of rockwool, which in turn is covered by transite and textile. Heavy felt pads all points of contact between the studio and the building, and there is enough "play" between to take up any possible vibration in the steel frame.

Eleven carloads of rockwool were used in the sound-proofing and 153,600 square feet of perforated transite.

Several of the studios have sliding panels in the walls, which may be operated mechanically from their control rooms, to vary the acoustical effect by changing the extent of hard surface exposed.

Studio Decorations

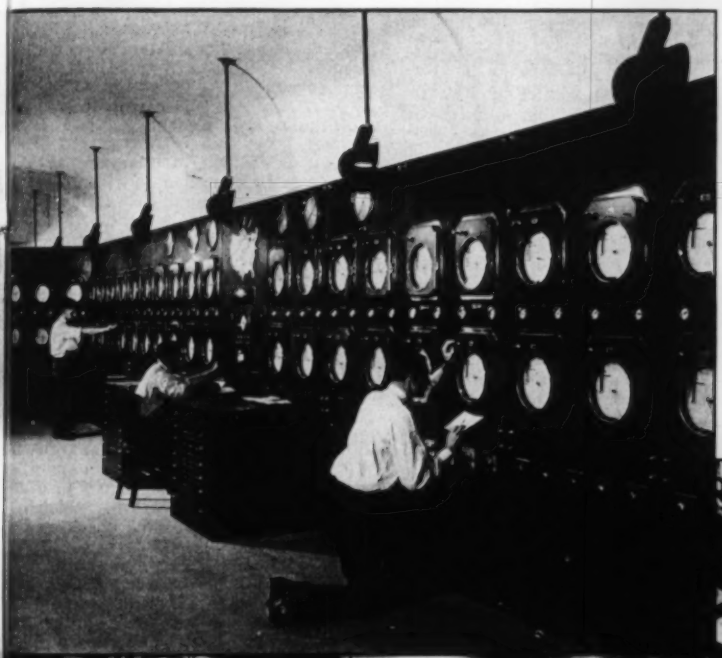
DECORATION is especially important in studios, because it can have a very definite effect on speakers and performers. Decorators, however, are hampered by acoustical requirements. It was because of these requirements, for instance, that all papering and painting had to be done with textile materials. A year was spent in going over samples of various wools, linens, silks, etc.

A specially woven linen was found to be best for ceilings, and has been used throughout. The decorative scheme in general has been based upon color, either harmonizing or contrasting. It might be described generally as a conservatively modified modern style, with simplicity as its keynote, color as its characteristic.

The only exception to this is in four specially designed speakers' studios, where it was possible to use wood paneling. One of these is executed in English Tudor with oak panels and characteristic fireplace, another in Georgian style done in birch. A third is Early American, in knotty pine, and the

(*Continued on page 62*)

★ New Home of NBC in Radio City



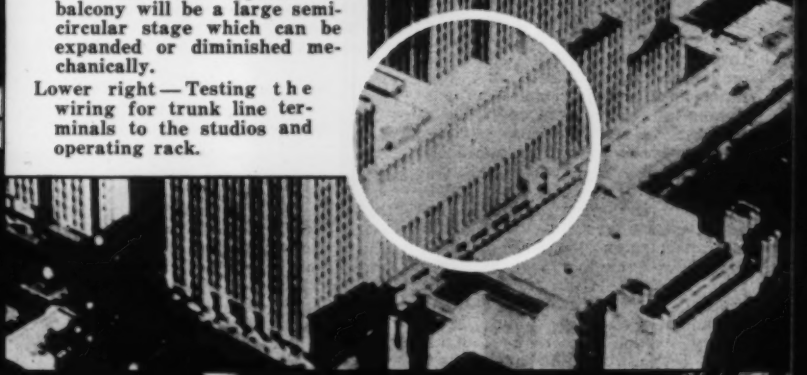
Upper left—M. H. Aylesworth, president of NBC and prime mover in Radio City project.

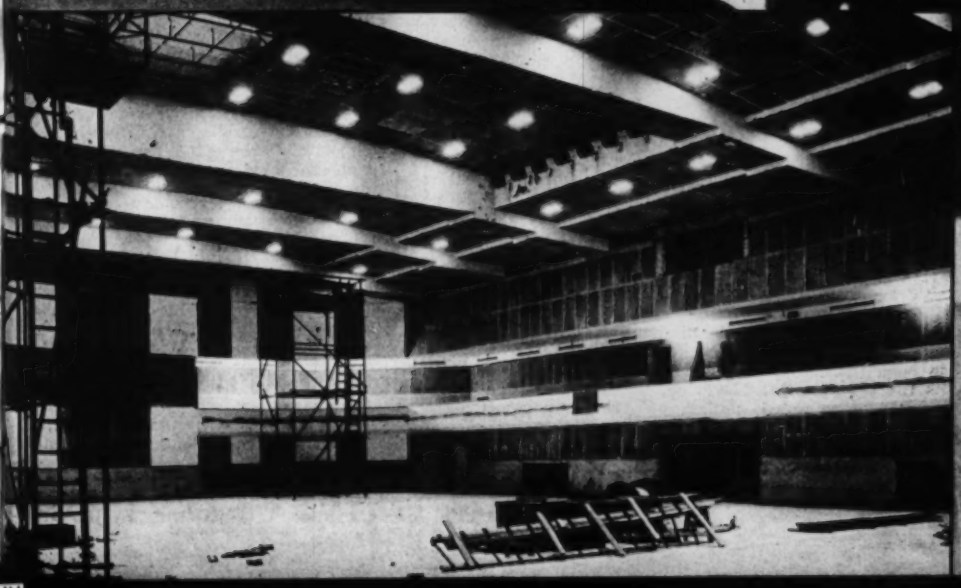
Right—Circled in foreground is the NBC section in the tower building of Radio City.

Center left—Control panel for regulating largest air conditioning system in world in NBC section of Radio City.

Lower left — Three-story high Auditorium Studio still in process of building. It is 78 x 132 feet. Opposite the balcony will be a large semi-circular stage which can be expanded or diminished mechanically.

Lower right — Testing the wiring for trunk line terminals to the studios and operating rack.





XUM

New Source of Revenue for Stations

Sectional Advertiser is Still Somewhat Shy of Radio; Majority of Publication Users as Yet Unsold

By PERCY L. DEUTSCH
President
World Broadcasting System

DESPITE the steady growth in radio advertising and the fact that new classes of sponsors are being enlisted steadily, a vast field of unsold advertisers remains to tempt the energetic broadcaster, according to Mr. Deutsch. Eighty per cent of the publication users still remain unaccounted for in the radio industry. Sectional advertisers offer a particularly promising source of new profits, Mr. Deutsch believes, providing the proper arrangement of stations can be provided. His solution to this problem is a syndication of recorded programs.

Mr. Deutsch

NOTWITHSTANDING the many millions of dollars spent annually for commercial radio time, there is one type of advertiser which has never had a real place in the broadcasting picture. Radio station revenues have been drawn almost entirely from national or semi-national advertisers and from local advertisers. The sectional advertiser — that type of concern which does not come under any of the above categories—while perhaps casting a wistful eye on the broadcasting parade, has remained pretty much on the side lines.

There is a very logical reason why this has been true. No matter how much sectional advertisers might want to be on the air, until quite recently there appeared to be no economical and practical way to do so. Theirs is not a local picture, for their operations may encompass as much as several states; consequently they require more coverage than can be supplied by any one station.

Present Media Inadequate

THE DESIRED coverage, however, is not extensive enough for them to make use of one or the other of the major networks. If they try live "spot" broadcasts on three or four stations, they have no assurance that the programs at each point will be of uniform value. This method also frequently incurs an expense for talent which is greater than the scope of their operation justifies. On the other hand, if such advertisers investigate the cost of a transcription program prepared for their exclusive use, they find that this too, is an expensive method, for the recording charges, in addition to the talent, lay a heavy burden on them if only three or four stations are contemplated for the campaign.

Recognizing these difficulties, broadcasters recently have turned their attention to the solution of these problems. This is indeed a wise move, for there seems to be every indication that the proper development of radio use by regional advertisers may eventually prove the greatest single source of revenue radio stations will have.

80 Per Cent Unsold

WHAT ARE the reasons for believing this to be true? Simply an examination of last year's figures and a comparison of what advertisers did in publications with what they did in radio.

Taking 1932 as a whole, network business was good. Gross time sales were greater than any previous year. While accurate figures on transcription broadcasting are difficult to obtain and while this branch of radio has not by any means reached the same stage of development as chains, indications are that the volume of this type of broadcasting in 1932 also compared favorably with other years. Despite these facts, it has been estimated that fewer than 350 advertisers were network broadcasters; and, if we figure that an equal number used transcriptions, the total is still less than 700 advertisers. In contrast, there were approximately 8,500 publication advertisers (not including strictly local advertisers) during the same period, according to figures of STANDARD ADVERTISING REGISTER. In other words, even with the many millions of dollars spent annually for broadcasting time, there still remain unaccounted for, approximately 80 per cent of publication users!

How can this tremendous source of additional revenue be tapped by the broadcasting industry? Already the drive is under way as witnessed by the sudden growth of small regional networks in all parts of the country. Some of these are permanent hook-ups providing an interchange of sustaining as well as commercial programs, and others are occasional hook-ups which are put into use as required for sponsored broadcasts. Some of these networks are fairly extensive, involving ten or more stations—others only two or three.

The Proposed Solution

IN MOST instances, the formation of these alliances has resulted in more business for all stations concerned. This is because these groups are at last in a position to offer something interesting to the sectional advertiser.

The chief drawback to the plan of the small regional network is the expense incurred for wires and the fact that its coverage frequently does not conform to the requirements of the concerns it is trying to sell. Consequently, another plan has been introduced. This project calls for the syndication of a large variety of recorded programs to as many as 150 stations uniformly spread throughout the United States. These stations, while having no physical connection, would be in exactly the same position as though they were part of a gigantic network capable of being broken down into a myriad of sectional units so molded as to conform exactly to the requirements of various regional advertisers.

This plan also calls for the active participation by subscribing stations in the solicitation of sectional radio advertising, by which all stations, successful in developing accounts involving the use of additional stations to their own, will receive a sales commission to compensate them for their efforts.

The last 12 months seem to have witnessed a psychological change in the broadcasting industry, which is most interesting. No longer are most station operators content to provide the best entertainment possible and put more and more money into equipment and studios in the hope that sooner or later they will realize a reasonable return on their investment. Instead, they recognize that they are in a business which today can be and should be self-supporting. They are on the alert for any new source of revenue that can be developed.

It behooves the broadcasting industry as a whole to turn its attention to the development of the sectional advertiser for, by so doing, it will tap a tremendous new source of revenue which may indeed provide the solution to unprofitable station operation.

WBS to Demonstrate

WORLD Broadcasting System has engaged an auditorium in the Greenbrier Hotel, White Sulphur Springs, W. Va., to demonstrate its new "transcription network" service, employing Erpi's new wide-range recording method, to the broadcasters attending the NAB convention there Oct. 8-11. S. R. Rintoul will be in charge. World's representatives are now making station contacts for the service, which offers 214 hours a week of transcription programs for local sponsorship. The project is said to represent an investment of $750,000.

NRA Disk Series Offered Stations

24 Transcriptions Available For Local Sponsorship

TO PARALLEL a newspaper advertising campaign, a series of 24 five-minute electrical transcriptions, featuring dramatizations designed to get the public solidly behind the NRA "Buy Now" campaign, will be made available to broadcasting stations for local sponsorship, in cooperation with NRA. Two transcriptions will be released a week for twelve weeks. Covering basic commodities, like shoes, automobiles, etc., each dramatization is said to be well adapted for local sponsorship.

Arrangements for the series were made by W. B. Dolph, radio chief of NRA, with the approval of Charles Michelson, RMA publicity director. The NAB, through Philip G. Loucks, managing director, agreed to establish the contact for NRA with the industry and advise stations that transcriptions are available.

$2.50 Per Record

SINCE NRA does not have funds to pay for the recording cost, G. T. Herzog, of Washington, will produce the series under supervision of NRA at a price of $2.50 per record. RCA-Victor Co., Camden, N. J., under the arrangement, will make the pressings for Mr. Herzog.

Stations desiring to use the series may communicate with Mr. Herzog, 704 National Press Building, Washington. The cost is $60, plus 5 per cent tax, for the entire series of 24. Half this amount may be paid at the time of order and the balance on Nov. 1. Stations also have the option of ordering C. O. D., in which event an additional 25 cents per program mailing cost will be charged.

Follows Press Campaign

THE TRANSCRIPTION campaign is a sequel to a 24-page newspaper advertising campaign, likewise open to local sponsorship, which is being prepared by N. W. Ayer & Son, advertising agency.

Featuring in the main well-known actors, the transcription series will constitute dramatic, attention-arresting program interludes. The series is being recorded from scripts already approved by NRA. The records will be recorded at 78 r.p.m.

The NRA daily news service being sent to all non-network stations by Mr. Dolph is reported to be widely used. Mr. Dolph declared that the NRA has no objection to local sponsorship of the news service.

Insurance Account

OCCIDENTAL Life Insurance Co., San Francisco, subsidiary of Transamerica Corp., will inaugurate a radio campaign Nov. 1 over NBC-KGO network. Though complete details have not been announced, San Francisco office of Charles R. Stuart, Inc. will place account, which is first broadcast for the organization.

1933 Sponsors of Electrical Transcription Accounts . . .

NATIONAL and regional radio advertisers who are using or have used transcriptions on various broadcasting stations this year are as follows:

Acme White Lead & Color Works, Detroit (paints)
Adlerika Co., St. Paul (medicine)
Aetna Casualty & Insurance Co., Hartford, Conn.
Affiliated Products, Inc., Chicago (Edna Wallace Hopper & Louis Phillippe, cosmetics)
Albany Packing Co., Albany, N. Y. (meat products)
American Macaroni Mfgrs., Minneapolis
American Weekly, New York (publication))
American Popcorn Co., Chicago
Elizabeth Arden, New York (beauty preparations)
Austin Pacific Co., Los Angeles (automobiles)

Barnsdall Refineries, Oklahoma City
Beautiform Laboratory, Fort Worth, Tex. (reducing cream)
Beech-Nut Packing Co., Canajoharie, N. Y.
Bost, Inc., New York (Bost toothpaste)
Bourjois Sales Corp., New York (toiletries)
Bristol-Myers Co., New York (Ingram's Milkweed Cream)
Buick-Olds-Pontiac Sales Co., Detroit (automobiles)

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal)
Carlton & Hovey Co., Lowell, Mass. (Father John's Medicine)
Chamberlain Laboratories, Inc., Des Moines (hand lotion)
Chrysler Corp., Detroit (automobiles)
Citrus Soap Co., Los Angeles
Collin County Elevator Co., McKinney, Tex. (grains)
Colonial Dames Corp., Los Angeles (cosmetics)
The Conley Co., Inc., Rochester, Minn. (Hemp Bodi-Massager)
Craddock-Terry Co., Lynchburg, Va. (Natural shoes)
Crazy Water Hotel Co., Mineral Wells, Tex. (mineral water crystals)
Crystal Corp., New York (Outdoor Girl cosmetics, ZBT Baby Talcum and Thymo Tussin Cough Syrup)

Dodge Bros. Corp., Detroit (automobile)
Dolly Madison Cake Co., Los Angeles
Duffy-Mott Co., New York (Sunsweet prune juice)

Edros Natural Products, Inc., New York (Edrolax)
The Eopa Co., San Francisco (Eopa poison oak remedy)
Ex-Lax Mfg. Co., Brooklyn, N. Y. (chocolate laxative)
Eversweet Products Co., New York (deodorant)

Fred Fear, New York (egg dyes)
Federal Ink & Chemical Co., Seattle, Wash. (inks)
First Ind. Loan Co., Los Angeles (loans)
Folger Coffee Co., San Francisco
Forhan Co., New York (tooth paste)
Foulds Milling Co., New York (macaroni and spaghetti)
I. J. Fox, New York (furs and apparel)

Garden Ale Co., Battle Creek, Mich. (vegetable juice)
General Foods Corp., New York (cooking school)
General Mills, Inc., Minneapolis (Bisquick, Gold Medal Flour and Wheaties Cereal)
General Petroleum Co., Los Angeles
Adolph Gobel, Inc., New York City (meat products)
B. F. Goodrich Rubber Co., Akron, O. (tires)
Gordon Gordon, Ltd., Chicago (Princess Pat cosmetics)
Marion R. Gray Co., Los Angeles (wholesale haberdashery)
Graygon Laboratory, Chicago (hair preparation)
Great Atlantic & Pacific Tea Co., New York (foods)
Grocers Association, Los Angeles
Grocery Store Products, New York (Toddy chocolate drink)
Hancock Oil Co., Los Angeles (gas and oil))
Health Products Corp., Newark (Feen-A-Mint)
Hennafoam Products, New York (shampoo)
H. J. Heinz Co., Pittsburgh (food products)
Hickok Oil Co., Toledo, O.
Holbrook, Ltd., Birmingham, England (sauces)
Edna Wallace Hopper, Chicago (cosmetics)
Horowitz Bros. & Margareten, New York (matzoh bakers)
House of Eden, N. Y. (Eden shampoo)
Household Finance Corp., Chicago

(*Continued on page 24*)

Directory of Transcription Producers

FOLLOWING is a list of transcription producers, their addresses, phone numbers and personnel, as furnished in response to a recent questionnaire by BROADCASTING:

American Radio Features Syndicate
Frederick C. Dahlquist, President
555 S. Flower St.
Michigan 0759
Recording Lab.: World Broadcasting System
Los Angeles, Cal.

American Record Corp.
1776 Broadway
Circle 7-6224
New York City

Scott Howe Bowen, Inc.
1432-33 Chrysler Bldg.
Vanderbilt 3-3424
New York City

Scott Howe Bowen, Inc.
400 N. Michigan Avenue
Superior 4716
Chicago, Ill.

Scott Howe Bowen, Inc.
1003 Fisher Bldg.
Madison 2727
Detroit, Mich.

Scott Howe Bowen, Inc.
521 Park Square Bldg.
Hancock 0037
Boston, Mass.

Scott Howe Bowen, Inc.
Russ Bldg.
Sutter 0144
San Francisco, Cal.

Scott Howe Bowen, Inc.
502 Barker Bldg.
Atlantic 9352
Omaha, Neb.

Scott Howe Bowen, Inc.
1016 Baltimore Avenue
Victor 9542
Kansas City, Mo.

Brunswick Radio Corp.
J. O. Miller, Mgr.
321 W. 44th St.
Chickering 4-2200
Recording Lab.: Own
New York City (Main Of.)

Brunswick Radio Corp.
K. R. Smith, Mgr.
799 Seventh Ave.
Chickering 4-2200
Recording Lab.: Own
New York City

Brunswick Radio Corp.
Richard F. Voynow, Mgr.
666 Lake Shore Drive
Delaware 8800
Recording Lab.: Own
Chicago, Ill.

Columbia Phonograph Co.
Ben Selvin, Mgr.
55 Fifth Avenue
Tompkins Square 6-5200
New York City

Columbia Phonograph Co.
Monroe Wayne, Mgr.
111 No. Canal Street
Chicago, Ill.

Earnshaw-Young, Inc.
Richard R. Messer, Mgr.
714 W. 10th St.
Prospect 5055
Recording Lab.:Freeman Lang
Los Angeles, Cal.

General Radio Programs Co.
V. A. Timm, Mgr.
25 West 45th St.
Bryant 9-4963
(Leading Transcription Labs.)
New York City

Gennett Record
(Division Starr Piano Co.)
Room 1711 729 Seventh Ave.
Bryant 9-5543
Thomas J. Valentino, Mgr.
Recording Lab.: Own
New York City

Gennett Record
(Division Starr Piano Co.)
Fred Miller, Mgr.
1344 S. Flower St.
Prospect 2035
Recording Lab.: Own
Los Angeles, Cal.

Gennett Record
Division Starr Piano Co.
(Factory and Main Office)
Harry Gennett, Jr., Mgr. Recording
1117
Recording Lab.: Own
Richmond, Ind.

Freeman Lang Studios
Freeman Lang, Pres.
210 N. Larchmont Blvd.
Hempstead 2131
(Recording Studio)
Los Angeles, Cal.

Freeman Lang Studios
C. C. Pyle, Mgr.
American Furniture Mart Bldg.
666 Lake Shore Drive
Delaware 2325
(Recording Studio)
Chicago, Ill.

MacGregor & Sollie, Inc.
C. P. MacGregor, Mgr.
865 Mission St.
Garfield 4070
Recording Lab.: Own
San Francisco, Cal.

Radio Transcription Co. of America, Ltd.
Chas. C. Pyle, Mgr.
666 Lake Shore Drive
Delaware 2325
Recording Lab.: Freeman Lang Enterprises
Chicago, Ill.

Radio Transcription Co. of America, Ltd.
Freeman Lang, Mgr.
210 N. Larchmont Blvd.
Hempstead 2131
Recording Lab.: Freeman Lang
Hollywood, Cal.

Recordings, Incorporated
L. Pfeifer, Mgr.
5505 Melrose Ave.
Recording Lab.: Own
Hollywood, Cal.

Radio Productions, Inc.
1709 W. 8th St.
Los Angeles, Cal.

Radioart Guild of America
220 S. Benton Way
Los Angeles, Cal.

RCA Victor Co., Inc.
Frank B. Walker, Mgr.
411 Fifth Avenue
Ashland 4-7605
New York City

RCA Victor Co., Inc.
E. W. Young, Mgr.
1143 Merchandise Mart
Chicago, Ill.

RCA Victor Co., Inc.
D. Harold Porter, Mgr.
1016 N. Sycamore St.
Hollywood, Cal.

Standard Radio Advertising Co.
6425 Hollywood Blvd.
Hollywood, Cal.

Titan Production Co., Inc.
Max Graf
1040 Geary St.
Ordway 3671-3672
Recording Lab.: Own
San Francisco, Cal.

Titan Production Co., Inc.
Norman Brokenshire
603 Fifth Avenue
Recording Lab.: Own
New York City.

Universal Radio Productions
Milton M. Blink, Mgr.
6 North Michigan Ave.
State 3153
Recording Lab.: Own
Chicago, Ill.

Universal Transcription Features
Tom Wallace, Mgr.
861 Seward St.
Granite 9141
Recording Lab.: Lyle E. Willey
Hollywood, Cal.

Lyle E. Willey Recording Studios
Lyle E. Willey, Mgr.
6050 Sunset Blvd.
Hillside 9727
(Recorders only)
Hollywood, Cal.

World Broadcasting System
50 West 57th St.
Circle 7-7530
Recording Lab.: Own (Sound Studios)
New York City

World Broadcasting System
A. J. Kendrick
400 W. Madison St.
Recording Lab.: Own
Chicago, Ill.

World Broadcasting System
Pat Campbell
1040 N. Las Palmas Ave.
Recording Lab.: Own
Hollywood, Cal.

ADDITIONAL companies understood from various sources to be engaged in the production of transcriptions, but which failed to respond to BROADCASTING's questionnaire, are the following; BROADCASTING, however, does not vouch for the accuracy of this listing:

Allied Productions, Inc.
515 Madison Avenue
New York City

Broadcast Producers
501 Madison Ave.
New York City

Deca Disc Phonograph Co.
Waynesboro, Pa.

Electro-Vox, Inc.
1206 Maple Ave.
Los Angeles, Cal.

Flexible Record Corp.
18 East 48th St.
New York City

General Broadcasting System
799 Seventh Avenue
New York City

Marsh Laboratories
306 S. Wabash Ave.
Chicago, Ill.

Master Recording Studios
29 West 57th St.
New York City

Pan American Broadcasting System
551 Fifth Avenue
New York City

Radio Recording Studio
1619 Broadway
New York City

Record-O-Cast, Inc.
410 N. Michigan Ave.
Chicago, Ill.

Spanish-California Broadcasting Program Co., The
Hollywood, Cal.

1933 Sponsors of Transcription Accounts . . .

(*Continued from page 23*)

Hudson Motor Car Co., Detroit (automobiles)
Hudnut Sales Co., New York (Marvelous cosmetics)
Hygrade Sylvania Corp., Emporium, Pa. (radio tubes)

International Bible Students, New York (Watch Tower)
International Nickel Co., New York (Monel metal)
Iodent Chemical Co., New York (toothpaste)

J. Oliver Johnson Co., Chicago (grass seed)
Johnson & Johnson, New Brunswick, N. J. (medical supplies)
Jolly Time Popcorn Co., Chicago
Jean Jordeau, Inc., New York (Zip hair remover)

Kendall Refining Co., New York (motor oil)
Kings Brewery, New York (Kings beer)
Knox Co., Kansas City (Cystex compound)
Kopper Seaboard Coke Co., Brooklyn, N. Y. (Kopper's Coke)
Kwickorn Sales Co., Los Angeles (muffins)
Lambert Pharmacal Co., St. Louis (Listerine products)
Lane Bryant Co., New York (women's apparel)
Liebman Breweries, Brooklyn, N. Y. (Rheingold beer)
Loose-Wiles Biscuit Co., Long Island City, N. Y. (Sunshine biscuits)
Los Angeles Soap Co., Los Angeles
Luer Packing Co., Los Angeles (sausage)
Geo. W. Luft Co., Long Island, N. Y. (Tangee rouge and lipstick))

Beatrice Mabie, Inc., New York (cosmetics)
MacMillan Petroleum Corp., Los Angeles
M. J. B. Co., San Francisco (coffee and tea)
Maggi Co., Inc., New York (Maggi seasoning)
Mantle Lamp Co., Chicago
Marcus-Lesoine Co., San Francisco (Lovalon hair waving)
J. W. Marrow Co., Chicago (Marrow Oil shampoo)
Marshall Canning Co., Marshalltown, Ia.
Alfred W. McCann Laboratories, New York (food laboratories)
McCormick & Co., Inc., Baltimore (spices, flavoring and garden insecticide)
Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer)
Minit-Rub Corp., St. Louis, Mo. (Medicine products)
Mona Motor Oil Co., Lincoln, Neb.
Musterole Co., Cleveland

Nash Coffee Co., Minneapolis
National Grocery Co., Seattle
National Oil Products, Inc., Harrison, N. J. (Admiracion shampoo)
New York State Fair Commission
Norge Corp., Milwaukee (refrigerators)
Nutt Bros., Los Angeles (cookies, etc.)
Nyal Co., Detroit (medicine)

Odol Co. of America, Chicago (mouthwash)
Old Mission Laboratories, Pasadena, Calif. (Old Mission tablets))
Orange Crush Co., Chicago

Paas Dye Co., Newark, N. J. (Easter egg dyes)
Paramount Publix Corp., Los Angeles (motion pictures)
Philip R. Park Co., Los Angeles (Parkelp food)
Parkelt Co., San Francisco (tonic)
Perkins Products Co., Chicago (Koolade)
Philadelphia Coke Co., Philadelphia (Koppers Coke)
Louis Phillippe, Inc., Chicago (cosmetics)
Piel Bros., New York (Piel beer)
Chas. H. Phillips Chemical Co., Wheeling, W. Va. (milk of magnesia)
Plough Chemical Co., Memphis, Tenn. (medicines and cosmetics)
Pocahontas Oil Co., Cleveland
Primrose House, New York (cosmetics)
Princess Pat, Ltd., Chicago (cosmetics)
Proctor & Gamble Co., Cincinnati (Oxydol)
Professional Acceptance Corp., Chicago (collections)
Protective Diet League, Los Angeles (Kelfood)
Purity Bakeries Corp., Chicago

Remington-Rand, Inc., Buffalo, N. Y. (typewriters, etc.))
The Rieser Co., New York (Venida hair wave)
Rio Grande Oil Co., Los Angeles (gas and oil)
Harold F. Ritchie Co., New York (Eno, Ltd., Eno Salts)
Rochester Packing Co., Rochester, N. Y. (meats)
Roman Meal Co., Tacoma, Wash. (cereal)
Rosdex Co., Philadelphia (medicine)
Dr. W. J. Ross Co., Los Angeles (dog food)
Rumford Chemical Co., Rumford, R. I. (baking powder)
Runkel Bros., Inc., New York (Runko Malt)

S. O. S. Co., Chicago (cleanser)
Safeway Stores, Oakland, Cal. (groceries)
Salada Tea Co., Boston
Seiberling Tire & Rubber Co., Akron, O.
Signal Oil & Gas Co., Los Angeles
Shell Oil Co., San Francisco
Skelly Oil Co., Kansas City (Skelly products)
The Smax Co., Kansas City (Smax breakfast food)
Southern Dairies, Washington, D. C. (dairy products)
Sperry Flour Co., San Francisco
E. R. Squibb & Sons, New York (drug products)
Stanback Co., Salisbury, N. C. (headache remedy)
Stanco, Inc., New York (Nujol)
Standard Homeopathic Pharmacy, Los Angeles (medicine)
Sterling Products Co., Wheeling, W. Va. (Cascarets)
Sunmaid Soap Co., Los Angeles
Swan-Finch Oil Corp., New York (motor oil)

Texas Military College, Tyler, Tex.
Thinc Products Co., New York (hand cream)
Three Minute Cereals Co., Cedar Rapids, Ia.
Toddy, Inc., New York (food drink)

Union Pacific, Chicago & Northwestern Railroad, Chicago
United Remedies Co., Chicago (Kolorbak for hair)

Vick Chemical Co., Greensboro, N. C. (drug products)
Virginia Dare Extract Co., Brooklyn, N. Y. (extracts)

Ward Baking Co., New York
G. Washington Coffee Refining Co., Morris Plains, N. J.
Watch Tower Society, Brooklyn, N. Y. (Judge Rutherford)
R. L. Watkins Co., New York (Dr. Lyons tooth powder)
The Western Company, Chicago (Dr. West's tooth brush and toothpaste)
Western Grocery Co., Marshalltown, Ia. (Brown Beauty beans)
White King Soap Co., Los Angeles
Wilkening Mfg. Co., Philadelphia (piston rings)
Willard Tablet Co., Chicago (Willard tablets)
Wojthasinski Drug Co., Dorchester, Mass. (medicines)
Wyeth Chemical Co., New York (Hill's Cascara Quinine)

Aides Honor McCosker On Tenth Anniversary

Mr. McCosker

HONORING his tenth anniversary with WOR, Newark, and his seventh as its managing director, executives of the station on Sept. 22 tendered Alfred J. McCosker a luncheon in the Hotel Astor. Mr. McCosker, who is also president of the NAB, before joining WOR was a newspaper editor who had started his journalistic career as copy boy for Arthur Brisbane. Under his direction the station was the first to develop spot news broadcasts such as the dedication of the Holland Tunnel and George Washington Bridge, two-way communication with Navy dirigibles operating out of Lakehurst, etc. He is now laying plans for WOR's new 50 kw. transmitter, which will soon be on the air. He is a native New Yorker, having been educated in the city's schools and at St. Francis Xavier College.

Four Sponsor Jointly

FOUR SPONSORS of nationally advertised products have joined for a new hour participation program on WLS, Chicago, titled "Dr. Bundesen's Magazine of the Air" and featuring the noted Chicago health authority, who is also heard twice weekly on an NBC network for Horlick's Malted Milk. Program is heard Mondays through Fridays at 8 a.m., and its joint sponsors are Hills Brothers Co., New York (Dromedary products thru Cecil, Warwick & Cecil; United Fruit Co., New York, thru Wendell P. Colton Co.; Kemp Sun-Rayed Co., Frankfort, Ind. (tomato juice)and Dean Milk Co., Chicago (health milk). Program is made up of general news, movie news, music, sketches and household hints.

Shell Adds Eleven

ELEVEN stations in 10 Pacific Coast cities have been added to J. Walter Thompson Company's schedule of Shell Oil Company's Monday night "Shell Show", supplementing via transcriptions the feature regularly staged on 14 stations of the Don Lee-CBS network. Added stations for the show, which features Broadway and Hollywood personalities, are CRCV and CKWX, both in Vancouver, and KGU, in Honolulu, and the following western stations, effective Sept. 18: KFXM, KUJ, KPQ, KIT, KIDO, KGVO, KFBB and KTAR.

Silverware Account

ONEIDA COMMUNITY, Ltd., Oneida, N. Y. (silverware) is buying an announcement schedule on several stations. The campaign starts Oct. 16 and 48 announcements are to be used on each station. The list includes KDKA, WSM, WBBM, KPRC, WGY, KYW, WSB, WMAQ, KSL, WOAI, WBZ, WBZA, WFAA, WTAM. A. T. Sears & Son, Chicago, is placing the account.

C. & O. Finds Radio Boosts Patronage On Crack Trains

Daily Spots Now Broadcast Over Dozen Stations

FROM USING spot announcements on a single station a little more than a year ago to the placement of daily spots about its fast air-conditioned passenger trains on a dozen important stations in different parts of the country tells the story of the success of Chesapeake & Ohio Railway in its use of radio advertising.

The railroad's use of radio began over WRC, Washington, in the spring of 1932. It was the only eastern American road to utilize radio as an advertising medium at that time. Under a new schedule devised by the railway and placed through Campbell-Ewald Co., Inc., Detroit, the C. & O. broadcasts are now carried on stations in Washington, Ohio, Indiana, Kentucky, Missouri, Oklahoma and Texas.

Broadcasts Show Returns

THE ADVERTISING of the crack air-conditioned trains—the *George Washington*, *F. F. V.* and *Sportsman*—with their ultra-modern comforts and luxuries and fast schedules, has proved a "natural" for radio, according to C. & O. officials. The reproductions in sound of the train in motion, with the chugging of the locomotive, its piercing whistle, clanging bell and clicking wheels over the tracks are the highspots of the C. & O. spot broadcasts. These arouse intense listener curiosity, the road and its agency have found.

Railroad officials feel that the radio has provided a most valuable advertising medium, and they credit much of the success of the C. & O. air-conditioned trains during the past year to the programs. The popularity of the spot programs also has induced a number of other roads to take to the air with similar broadcasts.

Three Capital Stations

IN WASHINGTON C. & O. is using three stations, WRC and WMAL, to advertise the *George Washington*, and WJSV to boost the *F. F. V.* Two stations, WKRC and WCKY, daily broadcast the program in Cincinnati, while in Louisville WHAS broadcasts it twice each day. Similarly, at Indianapolis, two daily broadcasts are carried over WFBM, and one broadcast each day is carried on KMOX, St. Louis. In the southwest daily C. & O. announcements are heard on KMBC, Kansas City; KVOO, Tulsa; WFAA-WBAP, Dallas-Fort Worth, and WOAI, San Antonio.

Besides using radio for advertising the C. & O. is the only road running through Washington which has equipped its observation-lounge cars with receivers so the passengers can enjoy programs while travelling. The sets have loudspeakers built into the wall of the cars, and C. & O. officials have found passengers flock to the observation cars to tune in their favorite programs.

Jazz Is Eliminated From Evening Programs

Sunday, September 17th, Station WMCA discontinued the broadcasting of so-called "popular music" in the evenings from 7:30 P. M. to 11:00 P. M.

At the normal time that people seek diversion at the theatre, motion pictures, concert halls and opera, WMCA presents finer music, both in its lighter and more serious forms, and skillfully directed dramatic presentations.

The flood of mail has proven the appreciation of radio listeners of the New York area. They are changing their listening habits overnight! They are tuning in on WMCA consistently—and *staying* there through their listening hours!

WMCA

FEDERAL BROADCASTING CORPORATION

WMCA Building, 1697 Broadway, New York

Phone Columbus 5-5660

Sponsored Radio Programs Currently Under Contract on the

NBC-WEAF Network Clients

(Many of these clients are using nation-wide networks, including Pacific Coast.)

Sponsor — **Program**

American Tobacco Co., New York — *Baron Munchausen*

Bayer Co., New York — *American Album of Familiar Music*

Best Foods, New York — *Fred Allen and His Salad Bowl Revue*

Borden Sales Co., New York
(1) *Leo Reisman's Orchestra and His Yacht Club Boys*
(2) *Radio Household Institute*

Bristol-Myers Co., New York—*Ipana Troubadours*

California Packing Corp., San Francisco — *Del Monte Ship of Joy*

Campana Corp., Batavia, Ill.—*The First Nighter*

Campana Sales Co., Batavia, Ill.—*Grand Hotel*

Carleton & Hovey Co., Lowell, Mass. — *Gems of Melody*

Carnation Milk Co., Milwaukee — *Carnation Contented Program*

Chevrolet Motor Car Co., Detroit — *The Chevrolet Program*

Cities Service Co., New York — *Cities Service Concert Orchestra*

Climalene Co., Canton, Ohio—*The Merry Macs*

Continental Automobile Co., Detroit — *March of Transportation*

Crazy Water Hotel Co., Mineral Wells, Tex. — *Gene Arnold and His Commodores*

R. B. Davis Co., Hoboken, N. J.—*The Mystery Chef*

D. L. & W. Coal Co., New York — *Blue Coal Musical Comedy Revue*

Firestone Tire & Rubber Co.—*Voice of Firestone*

F. W. Fitch Co., Des Moines—*Wendell Hall*

J. A. Folger & Co., Kansas City—*Judy & Jane*

Ford Dealers, Cleveland
(1) *Lum & Abner's Sociable*
(2) *Lum & Abner*

General Foods Corp., New York
(1) *Frances Lee Barton*
(2) *Paul Wing—The Story Man*
(3) *Captain Henry's Showboat*
(4) *Radio Household Institute*
(5) *The Wizard of Oz*

General Mills, Minneapolis—*Betty Crocker*

General Tire & Rubber Co., Akron—*Lives at Stake*

Great A. & P. Tea Co., New York—*A. & P. Gypsies*

Hudson Motor Car Co., Detroit — *The Saturday Night Dancing Party*

Johns-Manville, Inc., New York — *Floyd Gibbons and Victor Young's Orchestra*

Kraft-Phenix Cheese Corp., New York and Chicago — *Paul Whiteman and His Orchestra*

Lady Esther Co., Chicago—*Lady Esther Serenade*

Lamont Corliss & Co. (Pond's) New York — *Vanity Fair*

Larus & Brothers Co., Richmond, Va. — *Corn Cob Pipe Club of Virginia*

Malted Cereals Co., Burlington, Vt. — *Little Known Facts About Well Known People*

Metropolitan Life Insurance Co., New York — *Tower Health Exercises*

The Molle Co., Bedford O.—*The Molle Show*

Benjamin Moore & Co., New York — *Interior Decorating—Betty Moore*

Phillip Morris & Co., New York — *Ferde Grofe's Orchestra with Conrad Thibault*

Pepsodent Co., Chicago—*The Goldbergs*

Premier Pabst Sales Co., Chicago — *Ben Bernie and His Blue Ribbon Malt Orchestra*

Ralston Purina Co., St. Louis — *Adventures of Tom Mix and His Ralston Straight Shooters*

RCA Victor Co., Camden, N. J. — *Colonel McHenry Howe—Walter Trumbull*

Standard Brands, Inc., New York
(1) *Chase & Sanborn Tea Program*
(2) *The Fleischmann Hour*
(3) *Chase & Sanborn Coffee Hour*

Standard Oil of N. Y., New York — *Soconyland Sketches*

Sterling Products, Inc., Wheeling, W. Va.

Swift & Co., Chicago—*The Happy Ramblers*

The Texas Co., New York—*The Firechief's Uncle*

U. S. Tobacco Co., New York

Waitt & Bond, Inc., Newark, N. J. — *Blackstone Plantation*

R. L. Watkins Co., New York — *Manhattan Merry-Go-Round*

Western Clock Co., La Salle, Ill. — *The Big Ben Program*

Wildroot Co., Buffalo, N. Y.—*Wildroot Program*

Wheatena Corp., Rahway, N. J.—*Billy Bachelor*

NBC-WJZ Network Clients

(Many of these clients are using nation-wide networks, including Pacific Coast.)

Sponsor — **Program**

Armour & Co., Chicago—*The Armour Program*

Beech-Nut Packing Co., New York—*Red Davis*

Borden Sales Co., New York—*Magic Moments*

Campana Corp., Batavia, Ill.—*Grand Hotel*

Carleton & Hovey Co., Lowell, Mass. — *Gems of Melody*

Centaur Co., New York—*Pages of Romance*

Colgate-Palmolive-Peet Co., Chicago — *Clara Lu 'n' Em*

Continental Automobile Co., Detroit — *March of Transportation*

Crazy Water Hotel Co., Mineral Wells, Tex. — *Gene Arnold and His Commanders and Larry Larsen*

General Foods Corp., New York — *Cape Diamond Light*

General Mills, Minneapolis—*Betty and Bob*

A. C. Gilbert Co., New Haven, Conn. — *Engineering Thrills*

Gordon & Gordon, Ltd., Chicago — *Princess Pat Pageant*

Gulf Refining Co., Pittsburgh—*Gulf Headliners*

Health Products Corp., Newark — *Potash and Perlmutter*

Horlick's Malted Milk Co., Racine, Wis. — *Adventures in Health*

Household Finance Corp., Chicago — *Household Musical Memories*

Jeddo-Highland Coal Co., Jeddo, Pa. — *Jeddo Dramatic Program*

Andrew Jergens Co., Cincinnati — *The Jergens Program*

The Kellogg Co., Battle Creek, Mich. — *The Singing Lady*

Lady Esther Co., Chicago—*Lady Esther Serenade*

Lamont Corliss & Co. (Nestle) New York — *Nestle's Chocolateers*

Lionel Corp. New York—*True Railroad Stories*

Dr. Miles Laboratories, Elkhart, Ind. — *WLS Barn Dance*

National Sugar Refining Co., New York — *Jack Frost Melody Moments*

Northwestern Yeast Co., Chicago — *The Yeastfoamers*

Northam Warren Corp., New York — *Let's Listen to Harris*

Pacific Coast Borax Co., New York — *Death Valley Days*

Pepsodent Co., Chicago—*Amos 'n' Andy*

Pillsbury Flour Mills Co., Minneapolis — *Today's Children*

Real Silk Hosiery Mills, Indianapolis — *The Real Silk Program*

Harold F. Ritchie & Co., New York
(1) *Eno Crime Clues*
(2) *Circus Days*

Richfield Oil Corp of N. Y., New York — *Richfield Country Club*

Sealed Power Corp., Muskegon, Ill. — *Sealed Power Side Show*

Sinclair Refining Co., New York — *Sinclair Greater Minstrels*

Smith Bros. Co., Poughkeepsie, N. Y. — *Trade & Mark*

Spratts Patent Limited, Newark — *Don Carney's Dog Stories*

Standard Brands, Inc., New York — *Great Moments in History*

Sun Oil Co., Philadelphia — *News of the Day—Lowell Thomas*

Tastyeast Inc., Trenton, N. J.—*Baby Rose Marie*

Vadsco Sales Corp., New York — *The Djer Kiss Recital*

Welch Grape Juice Co., Westfield, N.Y.—*Irene Rich*

The Wonder Co., Chicago—*Little Orphan Annie*

Wm. R. Warner Co., New York
(1) *Vince Program—John McCormick and Orchestra*
(2) *Sloans Program—20,000 Years in Sing Sing With Warden Lawes*

NBC-KGO Network Clients

Sponsor — **Program**

Associated Oil Co., San Francisco—*Football Games*

Borden Sales Co., New York
(1) *Magic Moments*
(2) *Pair of Pianos and Rhythm Rascals*

California Packing Co., San Francisco — *Del Monte Ship of Joy*

Geo. W. Caswell Co., San Francisco
(1) *Caswell Coffee Concerts*
(2) *Woman's Magazine of the Air*

Cereals Products Refining Corp., San Francisco — *Stars of the West*

Durkee Famous Foods, Inc., Elmhurst, N. Y. — *Al Pearce and His Gang*

J. A. Folger & Co., San Francisco — *Lee S. Roberts and His Old Memory Box*

General Petroleum Corp., Los Angeles — *Memory Lane*

Ghiradelli Co., San Francisco — *Woman's Magazine of the Air*

Gilmore Oil Co., Los Angeles—*Gilmore Circus*

Langendorf United Bakeries, San Francisco — *Langendorf Pictorial*

Los Angeles Brewing Co., Los Angeles — *Steamboat Harmony*

M. J. B. Co., San Francisco—*Demi-Tasse Revue*

Pacific Coast Borax Co., New York — *Death Valley Days*

The Paraffine Companies, San Francisco — *Woman's Magazine of the Air*

Dr. Painless Parker, San Francisco—*The Philistine*

Pioneer Canneries, Seattle — *Women's Magazine of the Air*

Richfield Oil Co. of Cal., Los Angeles — *Richfield News Flashes*

Safeway Stores Inc., Oakland, Cal.
(1) *Woman's Magazine of the Air*
(2) *Safeway to Happiness*
(3) *Brown Derby and Humboldt Beer*

Sperry Flour Co., San Francisco
(1) *Woman's Magazine of the Air*
(2) *Martha Meade Society*
(3) *Herb Dana on Football*

Spratt's Patent, Ltd., Newark — *Don Carney's Dog Stories*

Standard Oil Co. of Cal., San Francisco
(1) *Standard on Parade*
(2) *Standard Symphony*
(3) *Standard School Broadcast*

Sussman Wormser & Co., San Francisco — *Do You Believe in Ghosts*

Swift & Co. (Formay Unit) New York — *Happy Ramblers*

Tillamook County Creamery Ass'n, Tillamook, Ore. — *Woman's Magazine of the Air*

The Wander Co., Chicago—*Little Orphan Annie*

Wesson Oil Snowdrift Sales Co., San Francisco — *One Man's Family*

Wheatena Corp., Rahway, N. J.—*Billy Bachelor*

Canadian Net Edict

A CANADIAN Press dispatch of Sept. 27 reports that Canadian stations have been forbidden, by order of Hector Charlesworth, chairman of the Canadian Radio Commission, to establish "a permanent hookup" with U. S. broadcasting systems. This policy is said to have grown out of reports that a Montreal station was negotiating to join one of the American networks.

Major Networks . . .

CBS Network Clients

Sponsor — **Program**

Acme White Lead & Color Works, Detroit
Smiling Ed McConell

American Home Products Corp., New York

The Barbasol Co., Indianapolis
Singin' Sam and Edwin C. Hill

Battle Creek Food Co., Battle Creek, Mich.
(Oct. 10) *Painted Dreams*

Bourjois, Inc., New York *An Evening in Paris*

Brillo Manuf. Co., Brooklyn *Midday Serenade*

Buick-Olds-Pontiac Co.
Ted Husing and Leon Belasco

The Carborundum Co., Niagara Falls, N. Y.
Carborundum Band

The Centaur Co., New York
Albert Spaulding, violinist

Chappel Brothers, Inc., Rockford, Ill.
Rin Tin Tin Thriller

Continental Baking Corp., New York
Happy Bakers

Corn Products Refining Co., New York
(1) *Bath Club Review*
(2) *Pedro de Cordoba and Will Osborne's Orchestra*

Cream of Wheat Corp., Minneapolis *Angelo Patri*

R. B. Davis Co., Hoboken, N. J.
(1) *Buck Rogers in the 25th Century*
(2) *The Mystery Chef*

Delaware, Lackawanna & Western Coal Co., New York (Oct. 3) *Little Italy*

The Ex-Lax Co., Brooklyn, N. Y.
The Myster Chef, Lulu McConnell, Isham Jones' Orchestra, Gertrude Niesen

General Baking Co., New York
Julia Sanderson and Frank Crumit

General Cigar Co., New York
Burns & Allen, Guy Lombardo's Orchestra

General Foods Corp., New York
All America Football Show

General Mills, Inc., Minneapolis
(1) *Jack Armstrong-All American Boy*
(2) *"News Flashes"*

Gold Dust Corp., New York
Goldy and Dusty and the Silver Dust Twins

Gulf Refining Co., Pittsburgh *Irvin S. Cobb*

Hecker-H-O Co., Inc., Buffalo *H-Bar-O Rangers*

Hittleman Goldenrod Brewery, Inc., Brooklyn
Goldenrod Revue

Horn and Hardart Co., New York *Children's Hour*

S. C. Johnson & Son, Racine, Wis.
Tony Wons, Keenan and Phillips, piano team

King's Brewing Co., Brooklyn *King's Henchmen*

Kolynos Sales Co., Inc., Chicago, Ill.
Just Plain Bill

P. Lorillard Co., New York *Old Gold Program*

Louden Packing Co., Terre Haute, Ind.
Stamp Adventurers' Club

C. F. Mueller Co., Jersey City, N. J.
Bill and Ginger

National Oil Products Co., Harrison, N. J.
Big Freddy Miller

Philco Radio and Television Corp., Philadelphia
Boake Carter

Louise Phillippe, Inc., Chicago
Marie, the Little French Princess

Pillsbury Flour Mills Co., Minneapolis
Kitchen Close-Ups—Mary Ellis Ames

J. L. Prescott Co., Passaic, N. J.
Gordon, Dave and Bunny

Remington-Rand, Inc., Buffalo
(Oct. 13) *March of Time*
(Oct. 2) *Cowboy Tom*

Shell Eastern Petroleum Products, Inc., New York
Shell Football Reporter—Eddie Dooley

The Spool Cotton Co., New York
Threads of Happiness

Sterling Products, Inc., Wheeling, W. Va. *Skippy*

The Studebaker Sales Corp., South Bend, Ind.
Studebaker Champions

Swift & Co., Chicago (Oct. 6) *Olsen & Johnson*

Tide Water Oil Sales Corp., New York
Dolf Martin's Orchestra and Travelers Quartet

Union Central Life Insurance Co., Cincinnati, O.
Roses and Drums

Wasey Products, Inc., New York
The Voice of Experience

The Wheatena Corp., Rahway, N. J.
(1) *Old Man Sunshine*
(2) *Ye Happy Time Minstrels*

John H. Woodbury Co., Cincinnati
Bing Crosby and Lennie Hayton's Orchestra

Wm. Wrigley, Jr. Co., Chicago *Myrt and Marge*

Wyeth Chemical Co., New York (1) *Easy Aces*
(2) *"Songs My Mother Taught Me"*

New Data on Radio Ads In Book by Dr. Hettinger

Book Shows Davis Law Importance Advertising Trends Are Analysed

THE RESULT of three years of careful research, Dr. Herman S. Hettinger's new book, *A Decade of Radio Advertising*, came off the presses Sept. 30—a 354-page book that gives all evidence of being the first comprehensive study of broadcast advertising in the United States (University of Chicago Press, $3). Dr. Hettinger, who returns this autumn to the instructing staff of the Wharton School of Finance, University of Pennsylvania, has in recent months been engaged in producing statistical studies for the NAB.

Facts, hitherto never brought together, have been correlated into an interesting and informative study of the economics of the American system of broadcasting. The major portion of the material presented in the book is entirely new, having been gathered from original data furnished by stations, networks, advertising agencies and program sponsors.

Analyses Economics of Radio

OF SPECIAL interest to broadcasters are features such as a vigorous presentation of the economic impracticability of the Davis amendment and an impartial exposition of the advantages of the American system which should be of marked value to the industry in answering the unfavorable propaganda being levelled at it. Of particular significance are the chapters which present for the first time an analysis of American program developments since 1927.

The ideas regarding the psychology of broadcast advertising as it compares with that of the printed page should prove stimulating to broadcasters, whether they are in complete agreement with the conclusions reached or not. So also should be the discussion presented of the station representation problem and of the question of the relations between networks and their affiliated stations.

Trends in Advertising

THE FACTUAL data on the trend in the types of advertisers using radio broadcasting, and the manner in which they are making use of it is new and highly interesting. It is a pity that Dr. Hettinger did not have available more data regarding spot and local advertising of the type which the National Association of Broadcasters has begun to collect during the past several months, and the first report of which is discussed in this issue of BROADCASTING.

The book marks an important advance in the available knowledge of the economics of the broadcasting industry.

U.S. vs. British Radio Plan Discussed in Handbooks

WITH THE OFFICIAL debate subject of the National University Extension Association for this year being, *"Resolved, that the United States should adopt the essential features of the British System of radio operation and control,"* debate handbooks are beginning to appear on the subject. Three already have made their appearance.

Current Conflicting Views on American vs. British Broadcasting, published by the National Research Bureau (210 East Erie St., Chicago, $2.50) represents an interesting and, on the whole, praiseworthy collection of excerpts of leading British and American articles on this subject. The two sides of the question are evenly balanced as to volume of material and most of it has been well chosen. It is to be regretted that so much of the elementary descriptive material regarding the American system should have been taken from the British Broadcasting Corp. Yearbooks, since these are notoriously inaccurate on anything dealing with American broadcasting. It is also regrettable that the issues of the question were not more clearly defined and that so very little space was given to the question of freedom of speech.

The Debate Issue of the CONGRESSIONAL DIGEST (Munsey Bldg., Washington, D. C., 50 cents) is a shorter compendium on the subject. Its analysis of issues and impartial statement of both sides of the debate are to be commended.

University Handbook

THE OFFICIAL Debate Handbook of the National University Extension Association is a less happy production. Though its editors undoubtedly have been sincere in their efforts, the resulting product is by no means a balanced and impartial analysis of both sides of the question. This is due primarily to the material contained in the bibliography and to the association's official analysis of the question. The bibliography is highly deficient from the American viewpoint. BROADCASTING MAGAZINE appears at no place in it. Newspaper items, which are vastly more prevalent than good magazine material with respect to broadcasting, are ignored. Several important magazine articles are overlooked. The National Association of Broadcasters is completely overlooked, as are its Proceedings. Consequently much valuable material is entirely missing from the handbook.

Undoubtedly the worst part of the handbook is the official analysis of the subject, for which the editors themselves are hardly to blame. Professor Beuhler, who prepared the analysis, has made assumptions of fact which have no place in an allegedly impartial discussion of issues. He states that legal costs constitute a large portion of American radio expenditures, assumes that American programs are inferior to those of Europe, accuses American broadcasters of discriminating against the smaller political parties, claims that the American stations presenting the best programs are losing the most money, interprets the British Broadcasting Corp. as having complete control over its program structure, and denies that freedom of speech is an important issue of debate. Only the last of these assumptions has any place in an analysis of the issues of the debate, and it is so erroneous as to cast doubt upon Professor Beuhler's entire conception of the problem involved.

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ADVERTISED PRODUCTS

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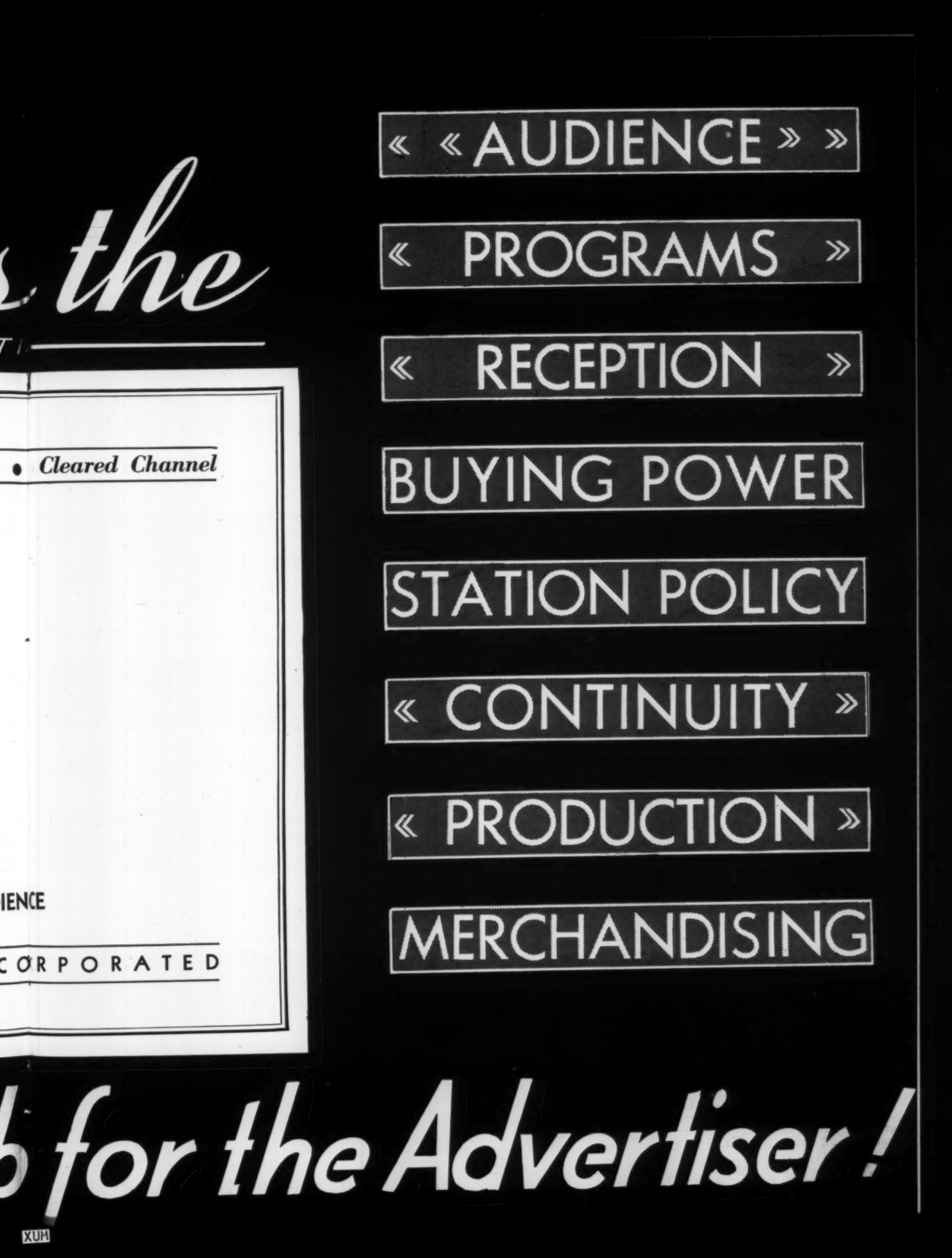
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« PRODUCTION »
MERCHANDISING
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BROADCASTING
and
Broadcast Advertising

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New Deal in Radio

THE NAB CONVENTION at White Sulphur Springs will make radio economic history. Times have changed under the "New Deal" and the drive for industrial recovery. Previous conventions have been long on resolutions designed to strike at the same blights but short on their enforcement. That was because the actions were simply recommendatory; there was no enforcing agency. Now, however, Uncle Sam stands behind the NAB, prepared to use a big stick on recalcitrants.

Behind it the NAB has the most successful year since its inception under the administration of President McCosker and Managing Director Loucks. Many questions of importance still remain to be coped with mainly because the enemies of commercial radio, jealous of its success and panicky because of its potentialities, are insidiously agitating, hoping for the day of government ownership. Broadcasters should not belittle this incessant digging in. It takes a strong, resourceful trade association to combat it, one which knows how to utilize the natural advantages that fall on commercial radio's side, because the American Plan is the correct plan.

Two Years of Service

WITH THIS ISSUE, BROADCASTING MAGAZINE rounds out two years of existence—48 editions, we like to feel, of service to the broadcasting industry. The issue itself bespeaks our success in establishing ourselves as *the* trade journal of the business of broadcasting. To the host of friends and advertisers who had confidence in us from the start, and to the many others who came to know us and our aims and purposes as we progressed, we cannot let this opportunity go by to express our heartfelt appreciation.

It was a dubious venture we embarked upon back in October, 1931, during the depth of the depression, and many were the shakes of the head we saw. Yet there were few who did not wish us well, certainly after they saw the first edition of BROADCASTING. Their confidence grew with every issue—and our advertising grew as we were able to show increasing circulation, not merely among broadcasters but among by far the greater proportion of radio advertisers and agencies.

In those two years we have seen various imitators crop up. Our policy remained that of trying as best we could to improve our publication and let each edition speak for itself. One of our contemporaries we absorbed by purchase; another quit — but BROADCASTING went forward, slowly but surely. We did not and will not imitate. We have much more to do, for we do not intend to sit back smugly complacent in the job we are doing. Every effort will be bent to continue improving this publication to continue meriting the numerous comments we have had, unsolicited, from advertisers, agencies and broadcasters alike, which can best be summed up in the identical remark of several of them:

"It's our Radio Bible."

"The New Leisure"

A TREMENDOUS amount of "new leisure" has been introduced by the administration's business recovery drive, being built upon a cornerstone of restricted hours of labor. A current estimate places this sudden new recreation time at thirteen million hours per week.

Radio broadcasting, more than any other advertising or entertainment medium, will be called upon to absorb this "Niagara of leisure". It means more listening hours in the day for more people. To the advertiser, who in the final analysis pays the program bill, it means infinitely greater listener coverage through existing facilities.

For this thought we are indebted to our esteemed contemporary, O. H. Caldwell, editor of ELECTRONICS and former Radio Commissioner. He points out that amusements, sports and other recreations will absorb practically all of this new leisure and that a large part will be devoted to such electronic entertainment as radio. Advertisers and agencies, always on the alert for improved coverage and greater markets, now suddenly find them everywhere via radio. And stations have increased markets and coverage virtually thrown into their laps.

Good Luck, Ed Wynn!

ALL GOOD FORTUNE to Ed Wynn and his Amalgamated Broadcasting Network, which finally got under way Sept. 25 with a gala evening of programming that was particularly notable for its splendid music. Our heartiest best wishes extend to the noted comedian, now turned radio executive, for undertaking such a courageous enterprise long before it appeared that the nation, and radio especially, was coming out of the economic doldrums. The additional employment to radio personnel that the Wynn network will afford, the new concept it may create of the audience appeal of local low power stations and the fine ideals motivating Mr. Wynn and his colleagues merit the highest praise from every element in broadcasting. We join his countless friends in wishing Amalgamated every success.

Hamstrung Regulations

SHARP ECONOMY in government operations, particularly during depressed times, is essential. But arbitrary curtailment of appropriations to the point where efficiency is undermined can be construed only as false economy which costs the taxpayer and Uncle Sam more in the long run.

We refer to the case of the Radio Commission—an agency whose functions have become increasingly important almost month by month. Regardless of what some of us may think individually about certain of the Commission's activities and actions, it is a fact that it has been hamstrung by lack of funds and consequent shortage of personnel. Complaints about the Commission's slowness and occasional crys of bureaucracy now bring the retort that lack of man-power and facilities are responsible.

Because of the budget cut last year, the Commission was forced to drop some 75 employes. It was compelled to discontinue monitoring stations at Detroit, New Orleans and San Francisco. It was forced to function without a general counsel and has been unable to fill a vacancy existing for an assistant general counsel. Funds available for general overhead are so limited that much of the equipment at monitoring stations is antiquated.

Last year, along with other agencies, the Commission suffered a cut of about one-third in its appropriations. It has $640,000 for the fiscal year, which ends next June. The Budget Bureau is making up appropriations for the next fiscal year. If any agency is entitled to an increased budget, it is the Commission. Last year's cut, at least, should be restored. After all, $1,000,000 is certainly a pittance for the regulation of so important a public service industry as radio.

Guideposts of Progress

A REAL NEED is answered by the NAB with the current publication of its first monthly statistics on the volume of business, by classes and in comparison with other media, done by American radio stations. Almost from the start of network broadcasting nearly seven years ago, the major networks have wisely made available their monthly gross figures. But never before have anything but guesswork estimates been made of local and national spot business.

Some may dispute Dr. Hettinger's methods and findings, which are based on returns furnished voluntarily and confidentially by carefully selected stations, whose figures are then projected forward by accepted statistical methods so as to provide an estimate of the whole. Dr. Hettinger himself admits there may be some flaws, but he believes his figures are easily within 5 per cent of accuracy, plus or minus—a favorable leeway for any statistical service.

We have inquired carefully into Dr. Hettinger's method, and we are convinced he is on the right track. Continuance of the service depends entirely on the further cooperation of the stations answering his questionnaires. It is a service that will hereafter furnish a valuable monthly guidepost to the march of radio as a business. We congratulate Dr. Hettinger on his first report, and also Philip G. Loucks, NAB managing director, who saw the need and untiringly worked out the method with Dr. Hettinger.

We Pay Our Respects to—

JAMES WALLACE BALDWIN

BEHIND THE SCENES at the National Recovery Administration, immersed in the task of devising an acceptable code of fair competition for the broadcasting industry, is James Wallace Baldwin, who bears the title of "industry advisor". Called to the post on Sept. 13 by the Industrial Advisory Board, it has been his task to consult with NRA officials and with the NAB, representing the industry, in the drafting of this new body of law to govern the economics of broadcasting.

Little glamour attaches to Mr. Baldwin's present assignment. But if the broadcasting industry follows the procedure adopted by numerous other industries which have negotiated codes with Uncle Sam, he will become the code authority for broadcasting—a post requiring the exercise of highest judgment and one which carries with it a species of czaristic authority heretofore never entrusted to any individual in radio. The code authority must have the full support and confidence of the industry he represents.

It is the function of the code authority to see that the letter and the spirit of the code is adhered to by all elements in the industry. In radio that means all stations, whether or not they are NAB members, and those with whom they do business—the advertisers and their agents.

The selection of Mr. Baldwin as industry advisor by NRA won practically unanimous approval of all groups in the industry consulted. His reputation as a radio official together with his excellent radio background should serve him in good stead on that assignment. These same qualifications are expected to go far when the industry, through the NAB, considers the appointment of its code authority, once the code is signed by President Roosevelt.

By most people in the industry "Jimmy" Baldwin is remembered as the secretary of the Radio Commission, a post he foresook early this year to act as special representative of the NAB in matters incident to the North American Radio Conference at Mexico City. His report on that conference, which failed in its objective of arriving at a redistribution of wave lengths among North American nations, will be submitted at the NAB convention at White Sulphur Springs this month.

James Wallace Baldwin was born on a farm at Scottsburg, Ind., 30 miles north of Louisville, Nov. 5, 1898, the son of Charles E. Baldwin, farmer. After attending the public schools in Scott County, Indiana, he got his first job, while still at high school, as a helper at the Scott County Telephone Co. At the age of 20, he became resident manager of the Lexington, Ind., Telephone Co.

In 1918 Baldwin enlisted in the Naval Reserve Force and was assigned to the Great Lakes Naval Training Station. He soon became an instructor in the Aviation Gunners School. He was mustered out of service the following years as a gunners' mate (aviation) first class. Then he went to Washington.

Obtaining employment almost immediately as a clerk in the old War Risk Insurance organization, he left several months later to join the Department of Justice as an auditor. The next five years saw his rapid promotion by degrees until in June, 1925, he was appointed chief clerk and administrative assistant to the Attorney General.

Serving in that capacity until May, 1930, he was drafted by the Federal Radio Commission as its secretary. In the meantime he had attended the National University Law School in Washington. being graduated with a Bachelor of Law degree in 1925, after which he was admitted to the Indiana bar.

Baldwin was called to the Commission when that agency was beginning a thorough reorganization, occasioned by the action of Congress in making the Commission a permanent body after three years of temporary existence. General Charles McK. Saltzman, then the Commission chairman, selected

(*Continued on page 64*)

PERSONAL NOTES

DARRELL V. MARTIN, former radio editor of the PITTSBURGH SUN-TELEGRAPH, has been appointed radio promotion manager of the PITTSBURGH POST-GAZETTE, which is corporately affiliated with WWSW. Recently he has been editing a radio magazine in Pittsburgh. He will write a column and a half of radio news daily and supervise all of the newspaper's broadcasts over WWSW.

C. ELLSWORTH WYLIE, sales manager for Don Lee System, on Sept. 20 became acting manager of KHJ, Los Angeles, upon the resignation of Leo Tyson. He will continue in both positions until a new station manager is selected.

ELMER W. PRATT, former examiner of the Radio Commission, who recently resigned to join the law firm of Mullen, Mullen, Shea and Massey, on Oct. 1 will open his own law offices in the Tower Bldg., Washington. He will continue to handle the radio clients of the Mullen firm in the same building.

FRED SHAWN has been promoted to assistant manager of WRC and WMAL, Washington NBC outlets, succeeding Herluf Provensen, who resigned Sept. 15 to become manager of WLBW, Erie, Pa. William Abernathy has resigned from the announcing staff of WRC and WMAL to organize his own local advertising agency.

H. R. SHERIDAN, former Des Moines Theater manager, has been appointed manager of KSO, Des Moines, and Phil Hoffman, manager of the REGISTER & TRIBUNE'S WIAS, Ottumwa, has been shifted to KSO. A. L. Triggs, WIAS chief announcer, succeeds Mr. Hoffman.

RICHARD PATTERSON, executive vice president of NBC, visited the network's Chicago division during the week of Sept. 18. Other visitors from New York headquarters included A. L. Ashby, vice president and general attorney, and Edward Engle, of the press department.

BARRON HOWARD, until recently with WBIG, Greensboro, N. C., and previously with WTOC, Savannah; WTBO, Cumberland, Md., and Radiomarine Corp. of America, on Sept. 1 became sales manager of WRVA, Richmond, Va.

MELVIN A. MYER has been named sales manager in charge of the Tampa offices and studios of WFLA-WSUN, Clearwater, Fla. Charles Basker, former manager of WDAE, Tampa, has been appointed chief salesman, and Lew Fine, formerly of WDAE, has joined the sales staff.

COL. B. J. PALMER, president of WOC-WHO, Des Moines, was the chief speaker before the Des Moines Rotary Club luncheon Sept. 14. The same week D. D. Palmer, vice president, who is a national director of the Junior Chamber of Commerce, was in Minneapolis visiting national headquarters.

PAUL HARRIS, formerly on NBC New York sales force, has moved to Los Angeles. He will free lance out of Radioscript Productions agency to market his own continuities.

FRED PETERS, formerly on sales staff of KMTR, Hollywood, on Sept. 20 became manager of KIEV, Glendale, Cal.

R. V. HAMILTON, formerly with WLW, WCKY and WTMJ, but latterly with WCLO, Janesville, Wis., has joined the sales staff of KSD, St. Louis.

J. ARTHUR DUPONT, eastern program supervisor of the Canadian Radio Commission, was in New York the week of Sept. 18 to arrange program exchanges with CBS.

FRED WEBER, manager of the traffic department of the NBC Chicago division, during September entertained William West, KSD, St. Louis; Martin Campbell, WFAA, Dallas, and John McCormack, KTBS, Shreveport, La. Mr. Weber visited WDAF, Kansas City; WREN, Lawrence, Kan.; WFAA, Dallas; KSD and KWK, St. Louis; WKY, Oklahoma City, and KVOO, Tulsa, during the month.

JOHN A. STEWART, former commercial manager of KGB, San Diego, and lately with KHJ, Los Angeles, has joined the commercial staff of KNX, Hollywood. David S. Ballou, former KNX production manager, has been shifted to publicity and promotion.

GLEN DOLBERG, KFI; Gerald W. King, KFWB; Ellsworth Wylie, KHJ, and Guy Earl, KNX, comprised the committee handling the series of eight Saturday night NRA broadcasts which started Sept. 25 with KFWB's staff directing the initial broadcast. Programs are being carried by the networks and by nearly all Los Angeles stations.

RALPH ANSPACH, former Ford Motor Co. sales promotion manager, is now director of sales at WMCA, New York.

LUCILLE BRYSON has been added to the commercial department of WOC-WHO, Des Moines.

CHARLES HUGHES has become auditor for KFVD-KFAC, Los Angeles, replacing E. R. Bow, now manager for the "Country Church of Hollywood."

MYRON BRADBYER, of Hammond, Ind., has joined the sales staff of the NBC Chicago division.

FELIX C. HOLT, for the last two years handling publicity for WJBK, Detroit, has joined the staff of CKLW, Detroit-Windsor, as director of publicity.

GORDON SWAN, traffic manager of WBZ-WBZA, Boston-Springfield, and Mrs. Swan are the parents of a son, Alan Gordon, born Aug. 16.

GUY DUCKWORTH, former manager of KID, Idaho Falls, Idaho, has been appointed commercial manager of KMPC, Beverly Hills, Cal.

BEHIND THE MICROPHONE

THREE NEW announcers have been added to the staff of CBS-WBBM, Chicago. Franklin McCormick, former production manager of WIL, St. Louis, will announce and work in the production department. Tom Shirley, formerly in free lance work in Chicago, has been assigned to the Wrigley "Myrt and Marge" show. Milton Ikler, formerly with a Chicago movie house, will handle local programs.

TED E. SHERDEMAN, formerly in the newspaper and advertising business and for the last seven years in various production capacities with the CBS Chicago staff, on Sept. 6 joined the staff of KMOX, St. Louis. Bradley Simpson, formerly of KFI, Los Angeles, has also joined the production staff of KMOX. Walter Richards resigned Sept. 16 to go to Chicago.

LEE GOLDSMITH, the original "Little Colonel" of WCKY, Cincinnati, who started in radio on KFXF, Denver, but who recently has been doing free lance radio production, has rejoined WCKY to take charge of a newly created department devoted to new ideas and program creation.

EDWARD J. LORD, announcer of WORC, Worcester, Mass., was married recently to Shirley Hague Bramley, of Brighton, Mass.

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Joe Neebe

BROADCASTING COUNSELOR

on

Local and National PROGRAMS

on Discs or Over Wires

Time has passed since radio advertising was a mere auxiliary. Today broadcasting is a major form of advertising; and it has become plain business sense to employ special radio counsel. I offer advertising agencies and advertisers

A NEW SERVICE

in

Radio Advertising Ideas

and

Sales Promotion Plans

When next you need expert help, let me lift from your shoulders the highly technical burden of building and placing programs and announcements that pull dollars. A talk with me will cost you nothing.

J. H. NEEBE CO.

GENERAL MOTORS BLDG.

DETROIT

NORMAN CORDON, bass of the NBC Merrie Men quartet appearing in the Armour show, made his operatic debut in Chicago Sept. 24, singing the role of "The King" in the San Carlo Opera Company's production of "Aida."

LOUIS DEAN, of the CBS announcing staff, was entertained by the staff of WDOW, Chattanooga, Tenn., early in September while on a vacation trip to Valley Head, Ala.

HAROLD BURDICK, formerly with the SEATTLE TIMES, has joined the San Francisco staff of NBC as a writer. He also has charge of news broadcasts.

BRYON DOUGLAS, formerly radio editor of the LOS ANGELES TIMES and KHJ news reader, has joined announcing staff of KRKD, Los Angeles.

WILLIAM N. ROBSON, continuity man at KHJ, Los Angeles, was married to Miss Mary Tuthill Hereford in Tucson, Ariz., in September.

DON WILSON, chief announcer of KFI, Los Angeles, late in September left for New York to do sports announcing for NBC. Kenneth Carpenter took his place at KFI.

JOHNNY WELSH AND GEORGE FIELDS, radio and stage blackface team, known as "Honeyboy and Sassafras", have returned to CKLW, Detroit-Windsor, to do a sustaining series.

PHIL CRIST, for the last five years staff tenor of WBAL, Baltimore, on Oct. 2 begins a sponsored series on WJSV, Washington, for Wilkins Coffee Co.

CAREY G. CRUIKSHANK has returned to WOPI, Bristol, Tenn.-Va., to his former post of continuity director after a three months' leave of absence.

DON JOHNSON has left KJR, Seattle, where he was on the writing staff, to join Al Pearce in Los Angeles in a similar capacity.

FLYING COMMISSIONER—Col. Thad H. Brown, vice chairman of the Radio Commission, during his recent trip to the southwest used a plane to cover the vast Texas reaches. Here he is shown ready to leave Dallas in the ship owned by A. P. Barrett, chairman of the Southwest Broadcasting Co. Left to right are John B. Reynolds, assistant secretary of the Commission; A. L. Chilton, Southwest manager; Pilot E. G. Rhenton, Col. Brown and L. H. Armer, Southwest president.

HARRY SIPE, radio editor of the BERKELEY (Cal.) GAZETTE, was married at Reno in September to Hazel Parker.

JANE BURNS, who came to the NBC San Francisco offices from KGW, Portland, has been promoted to supervisor of the hostess staff, succeeding Ruth Westgate, resigned. Emma Lee Wynn succeeds Miss Burns, and Hazel McKinnon has replaced Mintha Shelton, who has resigned because of ill health.

WALLACE CRONICAN, only son of Lee Cronican, announcer at WOR, Newark, and Mrs. Cronican, died of spinal meningitis in September. He was 9 years old.

RAD ROBINSON, of the studio male quartet at KFWB, Hollywood, announced his engagement in September to Marie Beck, of the station's office staff.

MOREY AMSTERDAM and Thelma Todd, both with Al Pearce's gang on Pacific coast NBC daily, announced their engagement in September.

PAUL HARRIS, onetime gag man for Bert Lahr and formerly on New York NBC sales staff, is in Los Angeles marketing his own continuities through Radioscript Productions Agency.

MERL BLACKBURN, formerly with WTMJ, Milwaukee, has joined the announcing staff of WCFL, Chicago.

J. B. FULLER, the "Old Storekeeper" at KFEQ, St. Joseph,Mo., is the father of a boy born Sept. 19.

ROBERT TROUT, who handles presidential broadcasts for CBS, has been promoted to chief announcer of WJSV, Washington. WJSV has also added Robert Longstreet, former New York CBS announcer and lately with WJEJ, Hagerstown, Md., to its announcing staff.

PAUL SULLIVAN, formerly with KMOX, St. Louis, and lately with WTAX, Springfield, Ill., has joined the announcing staff of KSD, St. Louis.

CHARLES CRUTCHFIELD, formerly with WFBC, Greenville, S. C., and before that with WRDW, WIS and WCSC, has joined the announcing staff of WBT, Charlotte, N. C.

JACK PHIPPS, night host and pianist of WBT, Charlotte, N. C., has been placed on full time schedule, and Loree Peacock, of Asheville, has been employed as hostess.

BUD BOIS, known as "Joe Twirp" on frolic programs at KHJ, KFWB and other Los Angeles stations, late in September suffered a fractured skull in an automobile accident in Hollywood.

JACK CARRINGTON, former announcer at KGFJ, Los Angeles, and later with Radioscript Productions Agency, was married to Marie Quillan, sister of Eddie Quillan, film actor, in September.

VAN C. NEWKIRK, until lately traffic manager for KHJ, Los Angeles, late in September became production manager of KMTR, Hollywood. Fred Fowler, who formerly operated his own local agency, has joined KMTR as an announcer.

JOE AINLEY, formerly program manager for CBS-WBBM in Chicago, has joined the production staff of the Chicago NBC studios. Basil Loughran, formerly in stock productions in Canada and the United States, has also joined the station.

CARL BUSS, formerly associated with WIBA and WHA, Madison, Wis., has been added to the continuity staff of the NBC Chicago studios.

LOUIS RICH, head of the entertainment bureau of WHK, Cleveland, has been named impresario of Cleveland's Golden Jubilee on Oct. 12.

TOM MITCHELL has left NBC, San Francisco, after being a staff entertainer for several years. Esther Coombs, Atwater-Kent audition winner of 1930, has been added to the staff which includes Ted Roy, winner in 1927.

PETER DIXON, author of and lead in the "Raising Junior" series, is writing the Hecker H-Bar-O series for the sponsor.

GWEN CALDWELL, who at the age of 14 made her singing debut over the old WCHI, Chicago, and who later appeared with various leading radio groups, has joined the artist staff of KHJ, Los Angeles.

DON THOMPSON of NBC and Ernie Smith of CBS will announce the western football games for the two networks, chiefly under Associated Oil Co. sponsorship.

DIXIE MASON, soprano of the WLS, Chicago, staff, who has been seriously ill for several weeks, is nearing recovery.

KARL DAVIS, of the WLS Cumberland Ridge Runners, and Jean Harris, of Winchester, Ky., were married in McHenry, Ill., Aug. 30.

LESTER WEINROTT, continuity man at KHJ, Los Angeles, late in September became the father of a boy.

BOB WHITE, heard over various stations as the Old Philosopher, is now being featured in daily afternoon programs on WLIT, Philadelphia.

LEE COOLEY, formerly with the local Firestone company, has joined the program and announcing staff of KNX, Hollywood. John Eilers, former assistant publicity director and relief announcer, has turned his efforts entirely to announcing.

DON LOWE, formerly with various stations in New York and Boston, has been added to the announcing staff of NBC in Washington.

HAROLD "RED" MEYER has been promoted to assistant program director of the WFLA studios at Clearwater, Fla.

DON FARIS and Lester McCabe have joined the announcing staff of KGVO, Missoula, Mont.

KSD

IN ST. LOUIS

No Extra Charge for Electrical Transcriptions

NBA

Station KSD—The St. Louis Post-Dispatch

Post-Dispatch Building, St. Louis, Mo.

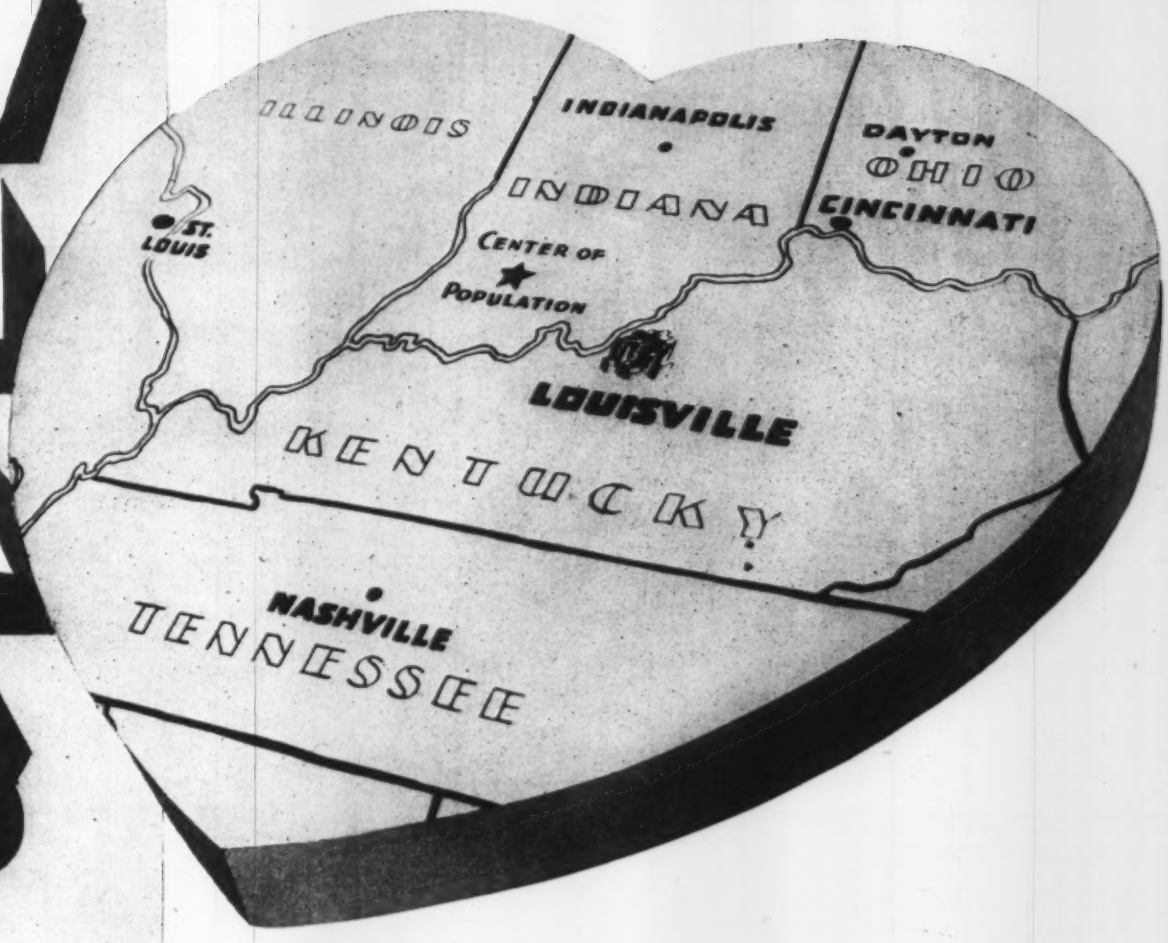
Edward Petry & Co., National Advertising Representatives

New York Chicago Detroit

San Francisco Atlanta

WHAS

IN THE HEART OF THE MIDDLE WEST



25,000 WATTS

Closest High Power
CLEARED CHANNEL
To the Center of Population

820 KILOCYCLES • 365.6 METERS

CONTINUOUS TIME

$3,000,000.00
HAS BEEN ADDED TO LOUISVILLE PAYROLLS!

RECENT FIGURES reveal that $260,589 a month, or more than $3,100,000 a year, has been added to the payrolls of Louisville concerns. This is only one of the communities in this rich Middle-Western market which is served so effectively by WHAS, the radiophone of The Courier-Journal and The Louisville Times.

This market has been among the first in the Nation in recovery and it can be reached and successfully sold through WHAS, the outstanding Columbia outlet in this section.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
17 E. 42d St., New York . . . Wrigley Bldg., Chicago . . . 235 Montgomery St., San Francisco
General Motors Bldg., Detroit . . . Marietta St. Bldg., Atlanta

Why ?

A 260% INCREASE THIS AUGUST OVER LAST AUGUST

NO SECRET About This

There's more to any business than just filling orders. It's Service that merits this business. "Dollars in your pocket for every dollar invested" is the record of CKLW among advertisers. You'll be surprised at the number of things we've found a station can do for an advertiser, under this policy.

- Member COLUMBIA Basic Network
- 5000 Watts . . 540 Kc. . . At the end of the Dial

CKLW

The International Station

WINDSOR OFFICES—
Guarantee Trust Bldg.
Phone - 4-1155

DETROIT OFFICES—
Union Guardian Bldg.
Phone - CAdillac 7200

IN THE CONTROL ROOM

W. C. LANE, Jr., former engineer with General Electric, RCA Victor and Federal Telegraph companies, later associated with WRCO, WLAC and WPTF, has been added to the engineering staff of WBT, Charlotte, N. C. Gene Williams, former control operator, has also been added in the same capacity.

JOE G. DEADERICK, chief control engineer of WNBR, Memphis, won honorable mention in the MEMPHIS PRESS-SCIMITAR'S amateur photography contests, one of his pictures being a night view from the WNBR studios.

R. HAROLD RIGBY, of Jackson, Tenn., on Sept. 8 joined the control staff of WWNC, Asheville, N. C., replacing J. Conway Caine, who resigned to accept a position in New York City.

BILL PIGG has returned to technical staff of Freeman Lang sound studios in Hollywood after an absence of more than a year.

JOSEPH H. MITCHELL has been named chief operator in charge of the Bayview transmitter of WFLA-WSUN, Clearwater, Fla.

F. PETERSON has joined Charles Cooper in the operation of KGVO, Missoula, Mont.

GEORGE I. JONES, formerly of the engineering department of WDAF, Kansas City, has joined Jansky & Bailey, consulting engineers of Washington. He is now in the field with Stuart L. Bailey, making station coverage surveys.

JANSKY & BAILEY, consulting engineers of Washington, have been retained by WJR, Detroit, to make a field survey looking toward relocation of the station's 10 kw. transmitter.

M. I. HULL, of Memphis, and J. W. Birdwell, of Johnson City, Tenn., have joined the engineering staff of WDOD, Chattanooga, Tenn.

WILLIAM LUDGATE has resigned as chief engineer of KSD, St. Louis, effective Sept. 18, and has been succeeded by Robert Coe, former assistant chief engineer.

F. S. LIGGETT, former engineer of KMOX, St. Louis, has joined the operating staff of KSD, St. Louis.

ROBERT OWEN, engineer of KOA, Denver, and S. E. Leonard, engineer of WTAM, Cleveland, were guests of Howard Luttgens, Chicago NBC division engineer, in September.

E. W. RECTOR has been promoted to chief engineer of WKZO, Kalamazoo, Mich.

J. J. CUMMINGS has been named technical director of WCAM, Camden, N. J.

TOWERING TO New HEIGHTS

in TECHNICAL PERFORMANCE

A single shaft antenna, rising almost 300 feet above KMBC's new modernistic transmitting station is a triumph of radio engineering. Through this new installation, programs will be broadcast with greater fidelity — reception in homes will be greatly improved. These forward steps in radio transmission, taking place in the very center of America's richest and most diversified Market, are of vital interest to national advertisers.

This month, the nation's most advanced transmitting installation will carry KMBC broadcasts to the Middle West. Engineering skill has given radio a new and highly efficient self-supporting antenna, together with revolutionary features in transmitting equipment. Now, KMBC through its modern installation, gives the Heart of America unequalled radio reception.

Coverage will be intensified in this rich Market—primary and secondary areas will be widened—more buyers than ever before will hear and respond to the programs of KMBC advertisers.

Here Retail Sales are Highest per Capita in U. S. A.

MIDLAND BROADCASTING COMPANY

KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070

KMBC

THE TESTED SPOT FOR TEST PROGRAMS

IF THE COVERAGE DATA

. . . on Your Broadcast Station Are to Meet with Acceptance they must be—

Based on accepted standards and definitions of primary and secondary day and night coverage.

Based on accurate field studies made by a competent organization whose surveys have already won the confidence of National Advertisers and Agencies.

Certified Reports on the Following Stations Now Available

WMT	Waterloo, Iowa
WJAR	Providence, R. I.
WEEI	Boston, Mass.
WTIC	Hartford, Conn.
WGR	Buffalo, N. Y.
WBEN	Buffalo, N. Y.
WKBW	Buffalo, N. Y.
WWL	New Orleans, La.
WOW	Omaha, Neb.
WHBF	Rock Island, Ill.

Other Stations Now Under Study

JANSKY & BAILEY
COVERAGE SURVEYS
meet these basic requirements

The JANSKY & BAILEY Radio Engineering Organization has pioneered the measurement of Radio Broadcast Station Coverage by the field intensity method and is committed to the uniform and impartial application of the standards and methods it has developed to all stations.

JANSKY & BAILEY

NATIONAL PRESS BUILDING · WASHINGTON, D. C.

A CENTURY OF PROGRESS
ADMINISTRATION BLDG.
CHICAGO

August 23, 1933

RUFUS C. DAWES
PRESIDENT

Mr. Burridge D. Butler, Publisher
The Prairie Farmer
1230 W. Washington Street
Chicago, Illinois

Dear Mr. Butler:

The seven days covering the "Farm Week" period at the Fair broke all attendance records. For the first time we maintained an average throughout the week of 200,000 a day. Without the cordial and constant support of the Prairie Farmer and WLS, these records could not have been broken.

I wanted to try to express the deep feeling of appreciation that is ours for your unceasing efforts towards making this week the great success that it was.

Sincerely yours,

Rufus Dawes

Thanks, Mr. Dawes. Perhaps, between the lines, readers may discover why so many leading advertisers select the Prairie Farmer Station year after year.

WLS

Ba

. . in t

. . .

at A

At the WORLD'S FAIR

WLS National Barn Dance

in the studio . . . . in the theatres . . . . at the Fairs . . . . and NOW— at A CENTURY OF PROGRESS!

● The biggest thing at the World's Fair is the WLS National Barn Dance Show. Almost 27,000 people saw it there August 16. They liked it so well, the Fair bought it for four more weekly performances. ● The biggest thing on the air is the WLS National Barn Dance. Starting September 30 and Saturday nights thereafter, NBC will broadcast a full hour of it commercially, direct from the 8th Street Theatre, Chicago.

● The Barn Dance has been a WLS feature over nine years. "In person" it has broken records at Mid-West theatres and leading state and county fairs. ● Now we are proud of its selection as A Century of Progress attraction and an NBC commercial feature. ● Typical of the friendliness and warmth of WLS programs, this feature explains why WLS holds first place in the hearts of listeners.

The Prairie Farmer Station
BURRIDGE D. BUTLER, President
GLENN SNYDER . . Manager

WLS

50,000 Watts . 870 Kc.
1230 W. Washington Boulevard
CHICAGO

Part of the crowd of 27,000 who saw the WLS National Barn Dance in the Court of the Hall of States, in its premier appearance at A Century of Progress Exposition.

XUM

Announcing THE GREAT

THE CENTER OF POPULATION GROUP

offers 80,000

distributed in 3

N·B·C

WSM

50,000 WATTS

In the NASHVILLE MARKET

C·B

WH

25,000 W

In the LOUISVILL

RADIO KNOWS NO BOUNDARIES

Through this combination of three powerful stations, all strategically situated near the center of population, your radio message can now be effectively broadcast throughout the Middle West and South . . . delivered into the homes of the millions of urban and rural buyers of three major markets at one low cost.

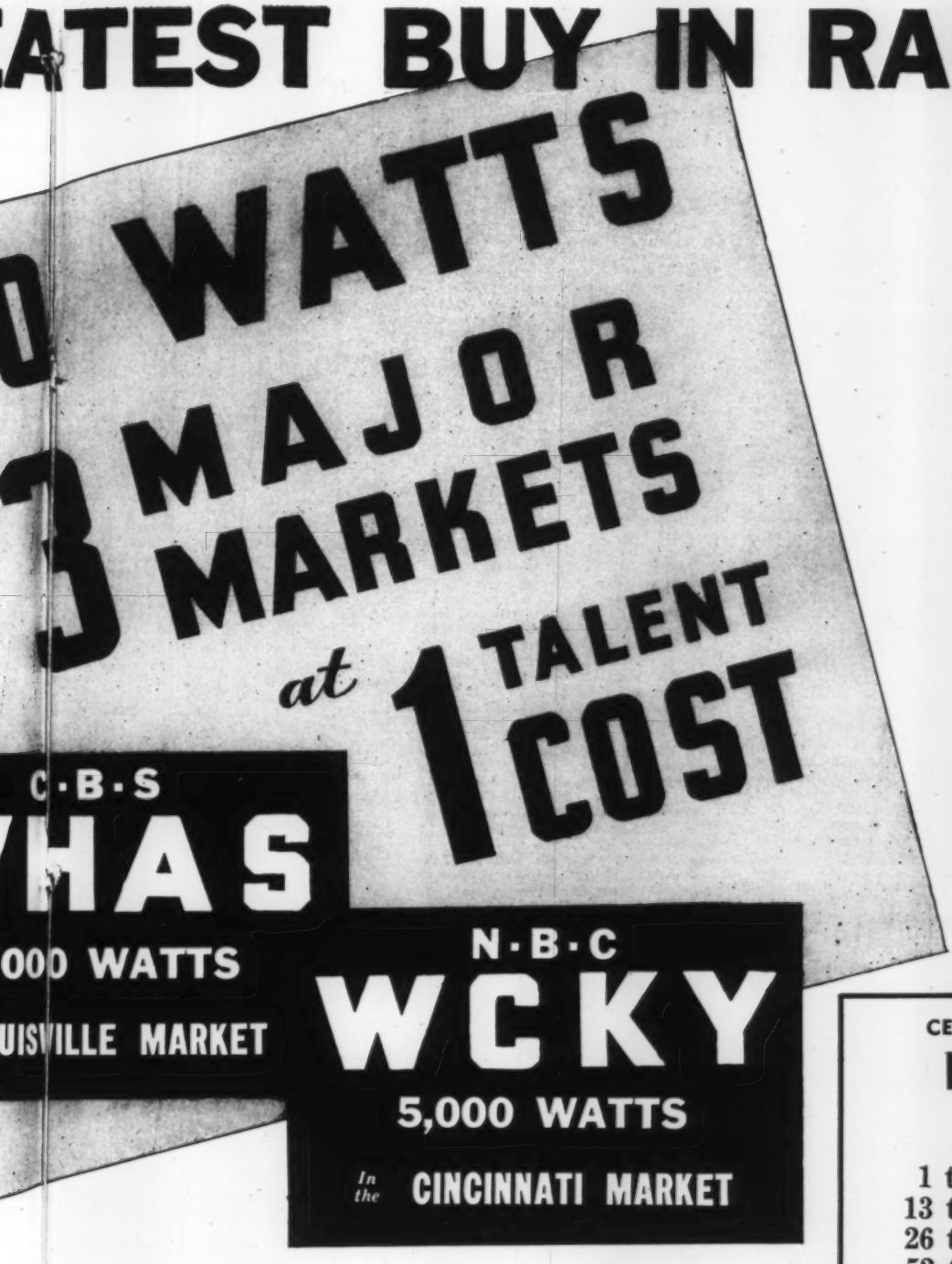
YOU CAN'T GET AWAY FROM FACTS!

The essentials of radio are: 1. POWER AND LOCATION. . . The Center of Population Group offers you these. . . 80,000 Watts well distributed from three outlets located in the Louisville Market, the Cincinnati Market and the Nashville Market. 2. WAVE LENGTH. . . In this group you get three advantageous wave lengths. . . 650, 820 and 1490 Kilocycles. . . On three cleared channels free from interference. 3. SUSTAINED INTEREST. . . Comprised of two important

N.B.C. stations and a basic
audiences of both major net
Situated, as the name implies,
offers you 8,000,000 potentia
talent cost and at rates whi
nate at any one of the thre
service is offered at a thre
coverage at lower cost—her

The CENTER *of* POPULATION GROUP

ATEST BUY IN RADIO . .



3-POINT RECEPTION
650—820
1490
KILOCYCLES

•

3
CLEARED CHANNELS

•

100% ATTENTION
From Both
N.B.C. and C.B.S.
AUDIENCES

d a basic Columbia outlet, this group delivers the major networks in this territory. 4. MARKETS. . . me implies, nearest the center of population, this group 00 potential listeners in three major markets at ONE rates which defy comparison. Programs can origi- f th three stations and a complete merchandising at a three points. If you are looking for greater cost—here it is!

CENTER-OF-POPULATION GROUP

RATE CARD

Evening

HALF-HOUR

1 time	$598.50
13 times	558.45
26 times	523.80
52 times	478.35
150 times	418.50
300 times or more	378.45

QUARTER-HOUR

1 time	$385.00
13 times	359.50
26 times	337.50
52 times	308.50
150 times	270.00
300 times or more	244.50

Daytime one-half the above rates.
To be used within one year.
Announcement rates on application.

UP

Represented Nationally By Edward Petry & Company
New York—Chicago—Detroit—San Francisco—Atlanta

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KDKA, Pittsburgh: S. O. S. Company, Chicago (cleanser) participation in KDKA Home Forum, daily, thru Henri, Hurst & McDonald, Chicago; National Carbon Co., Inc., New York (Eveready Prestone) daily announcements, N. W. Ayer, New York; B. F. Goodrich Company, Akron (tires) 3 transcriptions weekly, Ruthrauff & Ryan, Inc., New York; Deisel, Wemmer, Gilbert Corp., Detroit (Delinda cigars) 3 announcements weekly, Thomas M. Bowers, Chicago; E. E. Hess Co., Brook, Ind. (witch hazel, cream) participation in KDKA Home Forum, weekly, Rogers & Smith, Chicago; Hudnut Sales Co., New York (face powder) 3 minute transcriptions weekly, Calkins & Holden, New York; Mantle Lamp Co., Chicago (Aladdin lamps) participation in Musical Clock programs, daily for 26 weeks, Philip O. Palmer & Co., Chicago; Oneida Community, Ltd., Oneida, N. Y. (tableware) 2 announcements daily, A. T. Sears & Son, Inc., Chicago; Reo Motor Car Co., Lansing (automobiles) 5 announcements weekly, Maxon, Inc., Detroit; Collingbourne Mills, Elgin, Ill. (yarn) Knitting Club, weekly, Rogers & Smith, Chicago; Dodge Brothers, Detroit (automobiles) daily weather reports, Ruthrauff & Ryan, Inc., New York.

WABC, New York: Littman's Fifth Avenue Corp., New York (women's wear) "Happiness on Melody Lane", Sundays, 12:45-1 p.m.; Mondays, Wednesdays and Fridays, 11:45-12 noon, starting Sept. 24, thru Sternfield, Godley, N. Y.; Horn & Hardart, New York (automatic restaurants) "Children's Hour", Sundays, 11 a.m. to 12 noon, starting Sept. 24, thru The Clements Co., Philadelphia; Gold Dust Corp., New York (Silver Dust) Jack Denny's orchestra, Jeannie Lang and Scrappy Lambert, Mondays, Wednesdays and Fridays, 6:45 - 7 p.m., starting Sept. 25, thru Batten, Barton, Durstine & Osborn, N. Y.; I. J. Fox Co., New York (furs) renewal of "Fox Fur Trappers", from Sept. 26, Tuesdays, 7:30 - 7:45 p.m., thru Peck Advertising Agency, N. Y.; Finlay Straus Jewelry Co., New York, musical program Mondays, Wednesdays and Fridays, 9:30 - 9:45 a.m., starting Sept. 18, thru Humbert & Jones, N. Y.

WSPD, Toledo, O.: Reo Motor Co., Detroit, announcements 5 days weekly, 3 weeks, thru Maxon, Inc., Detroit; McKenzie Milling Co., Quincy, Mich. (pancake flour) six 15-minute spots weekly, 100 times, Rogers & Smith; Maryland Pharmaceutical Co., Baltimore (Rem) announcements 7 evenings weekly, 6 months, Joseph Katz Co.; Glycerine Producers Association, New York (G. P. A. auto glycerine) 7 announcements weekly, 10 weeks, Newell-Emmett Co., New York.

WTMJ, Milwaukee: Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal) daily except Sunday studio program, 300 times, thru Rogers & Smith, Chicago; Theodore Mueller, Milwaukee (Libby's Painockers) announcements 3 times weekly, 13 times, direct.

WCAU, Philadelphia: G. Esslinger & Son, Philadelphia (beer) renews sport talks 5 nights weekly, 52 weeks, thru Clements Co., Philadelphia; Vannay, New York (obesity cure) 6 morning talks, SHB, New York; Chevrolet Motor Co., Detroit, 15 announcements, Campbell-Ewald, Detroit.

WOR, Newark: Hecker H-O Co., Inc., Buffalo (Farina, Presto, etc.) "Our Children", 5 mornings weekly, 39 weeks, thru Erwin, Wasey & Co., New York; Bloomingdale Bros., New York (department store) 24 morning announcements, direct; Ward Baking Corp., New York, 2 Mitzi Green transcriptions weekly, 13 weeks; Sears, Roebuck & Co., New York, 6 announcements weekly, 2 weeks, direct; International Vitamin Corp., New York (I. V. C. pearls) Uncle Don, once weekly, 26 weeks, Zinn & Meyer, New York; Shell Eastern Petroleum Co., New York, 1 announcement weekly, 12 weeks, J. Walter Thompson, New York; General Foods Corp., New York (Postum) Uncle Don, once weekly, 26 weeks, Young & Rubicam, New York; Remington-Rand, Buffalo (office equipment) comedy sketch 3 times weekly, 26 weeks, Batten, Barton, Durstine & Osborn, New York; S. O. S. Corp., Chicago (cleanser) announcements, indefinitely, SHB, Chicago; Egyptian Cosmetics Corp., New York, 2 announcements weekly, 15 weeks; Jacob Ruppert, New York (beer) musical hour weekly, 39 weeks; Grocery Store Products Sales Co., New York (groceries) 3 times weekly, 26 weeks; Oneida Community Co., Ltd., Oneida, N. Y. (silverware) 6 announcements weekly, 8 weeks, A. T. Sears & Son, Chicago.

WCSH, Portland, Me.: Tide Water Oil Sales Co., New York (Tydol) announcement 3 days weekly, 6 times, SHB; International Nickel Co., New York (monel metal) 2 transcriptions weekly, 13 times, American Broadcasting System, New York; Liebman Brewing Co., New York (Rheingold beer) one transcription weekly, 13 times, Hanff-Metzger, New York; Goodrich Rubber Co., Akron (tires) 3 transcriptions weekly, 11 times, Ruthrauff & Ryan, New York; Knox Co., Kansas City (Cystex) 1 transcription weekly, 13 times, Dillon & Kirk, Kansas City; United Drug Co., New York (Rexall products) transcription 5 days only, WBS, New York.

WBZ-WBZA, Boston-Springfield: Bay State Nurseries, North Abington, Mass., quarter hour Sundays, 26 weeks, thru Broadcast Advertising, Boston; Dutchland Farms, Brockton, Mass. (dairy produce) time signals, 13 weeks, Ingalls Advertising, Boston; Skat-A-Rat Corp., Providence, R. I., shopping service, 6 half hour periods, Lanpher & Schonfarber, Providence; Brocton Fair, Brockton, Mass., daily temperature report, 2 weeks, Ingalls Advertising, Boston; James Hawley Co., Millis (Vita-B cereal) cooking school twice weekly, 13 weeks; Candy Mart, Providence, R. I., shopping service, 3 times, David Malkiel Advertising Agency, Boston; Liebman Breweries, Brooklyn (Rheingold beer) quarter hour weekly, 13 weeks, Hanff-Metzger, New York; International Nickel Co., New York (Monel Metal) quarter hour twice weekly, 13 times, American Broadcasting System; Adell Chemical Co., Holyoke, Mass. (Adell stain remover) shopping service, 13 times, Charles E. Vautrain Associates, Holyoke; Ward Baking Co., New York (bread) transcription, 26 times, WBS; Oneida Community, Ltd., Oneida, N. Y. (silverware) daily except Sunday, 26 times, A. T. Sears & Son; Waldorf System, Boston (restaurant chain) 1 time, Goulstonm, Inc., Boston.

WRVA, Richmond: Beech-Nut Packing Co., Canajoharie, N. Y. (coffee and gum) 3 transcriptions weekly, 26 weeks, SHB; Standard Oil Co. of N. J. (Esso gasoline) 10 announcements, SHB; BC Remedy Co., Durham, N. C. (headache powder) sports reporter 6 times weekly, 1 month, Harvey Massengale Co., Atlanta; General Baking Co., New York, 6 times weekly, 13 weeks, Shepperson-Birnie & Stephens, Richmond.

KGVO, Missoula, Mont.: Texas Oil Co., records 15 minutes daily, 6 days week for month, thru Hanff, Metzger Co., San Francisco; Shell Oil Co., hour transcription show weekly, 15 weeks, J. Walter Thompson Co., San Francisco.

"DOING OUR PART ON THE AIR"—This was the theme of the WOC-WHO float in the recent NRA Parade in Des Moines, in which radio was represented along with 50 other local industries. Cooperating with the parade committee, the operators of the 50 kw. Iowa station carried announcements throughout the day, calling attention to the time of the procession and line of march.

KOIN, Portland, Ore.: Associated Oil Co., San Francisco, 3 football games, thru Lord & Thomas, San Francisco; Union Pacific Stages, Omaha, Neb., 5-minute skit once weekly, 5 times, Ernest Bader, Omaha; Los Angeles Soap Co., Los Angeles (White King soap) transcriptions 5 times weekly, 10 weeks, Barnes, Campbell, Los Angeles; Continental Baking Co., New York, 2 announcements weekly, 10 weeks, Batten, Barton, Durstine & Osborn; Hudnut Sales Co., New York (Marvelous face powder) 3 transcriptions weekly, 13 times, Calkins & Holden, New York; Pro - Phy - Lac - Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, 13 times, Lambert & Feasley, New York; Signal Oil & Gas Co., Los Angeles, Tarzan series, 3 times weekly, 52 weeks, Logan & Stebbins, Los Angeles; Standard Oil Co., San Francisco, time signals daily, 13 weeks, McCann-Erickson, San Francisco; Collingbourne Mills, Elgin, Ill. (yarn) 6 announcements weekly, 4 weeks, Rogers & Smith, Chicago; Oneida Community Co., Oneida, N. Y. (silverware) 6 announcements weekly, 8 weeks, A. T. Sears & Son, Chicago; General Foods, New York, transcription twice weekly, 10 months; Iodent Chemical Co., Detroit (toothpaste) 3 transcriptions weekly, 52 weeks; Kolor-Bak Co. (hair restorer) 6 announcements weekly, 52 weeks, SHB; General Mills, Minneapolis (Wheaties) 5-minute studio skit 6 times weekly, 2 weeks, Westco Advertising Agency, San Francisco.

WNOX, Knoxville: Lion Brewery Co., New York (Lion Pilsner beer) daily announcements, 26 times, direct; American Weekly, New York, once weekly, 13 weeks, thru ATLANTAN GEORGIAN, Atlanta; Beech-Nut Packing Co., Canajoharie, N. Y. (gum) 3 announcements weekly, 39 times, McCann-Erickson, New York, and SHB; Ford Motor Co., Detroit, 14 daily announcements, McCann-Erickson, Cleveland; Kellogg Co., Battle Creek, Mich. (corn flakes) 13 daily announcements, thru Memphis branch; Sears, Roebuck & Co., Chicago, daily announcements, 26 weeks, thru local branch; Johns-Manville Co., New York (roofing) 26 daily announcements, thru local jobber; Hotel Governor Clinton, New York, 1 announcement weekly, 14 weeks, Rose-Martin, New York; B. F. Goodrich Rubber Co., Akron (auto tires) 5 - minute transcription 3 times weekly, 11 times, Ruthrauff & Ryan, New York.

KFI, Los Angeles: Conley Co., Rochester, Minn. (Hemp Bodi-Massager) transcription twice weekly, 26 times, thru Harman - McGinnis, St. Paul; Jean Jordeau, New York (Zip Epilator) transcription twice weekly, 52 times, James R. Flanagan; Adlerika Co., St. Paul (Adlerika) 3 transcriptions weekly, 39 times, WBS; Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer) transcription 3 times weekly, 52 times, Walter Biddick Co.

WMAQ, Chicago: Numismatic Co., Dallas (rare coins) 15-minute dramatic show once weekly, 13 weeks, thru Guenther - Bradford, Chicago; Chieftan Mfg. Co., Baltimore, Md. (shoe dye) announcements in Women's Page of the Air 3 days weekly, Van Sant, Dugdale & Corner, Baltimore; Oneida Community, Ltd., Oneida, N. Y. (silverware) announcements daily to Dec. 9, Cornell Agency, N. Y.

WENR, Chicago: Remington - Rand, Buffalo, N. Y. (office equipment) 15-minute transcriptions 3 days weekly, thru October 16, B. B. D. & O., New York; John F. Jelke Co., Chicago (Good Luck Margerine) "Vic and Sade" sketch 5 days weekly, 6 weeks, Blackett-Sample-Hummert, Chicago; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (brushes) announcements 3 days weekly, 13 times, Lambert & Feasley, N. Y.; Bulova Watch Co., New York, time signals 7 nights weekly, 52 weeks, Biow agency, New York.

WCFL, Chicago: Lumbermen's Mutual Casualty Insurance Co., Chicago, daily time signals, 26 weeks, thru Doremus & Co., Chicago; Illinois Central Railroad, Chicago, daily time signals, direct; World's Fair Rodeo, Chicago, rodeo and time signals daily, direct; Willys-Knight Auto dealer, Chicago, 15 minutes from World's Fair, 3 times weekly, direct; Century of Progress Parking Stations, Chicago, sport's interview, daily, direct; Princess Pat, Ltd., Co., Chicago, 5 minutes 3 times weekly, Ruthrauff & Ryan, Chicago; Father Justin, Buffalo, Rosary Hour, 1 hour Sundays, 1 year; National Tea Co., Chicago, 15 minutes 3 times weekly, 1 year, direct.

WORC, Worcester, Mass.: Oakite Products, Inc., New York, 2 announcements weekly, 13 times, SHB; Firestone Tire & Rubber Co., Akron, daily announcements, 8 times, Harry M. Frost Co., Boston; Rumford Chemical Co., Providence, R. I. (baking powder) 6 announcements weekly, 102 times, Atherton & Currier, Boston; Association of American Soap & Glycerine Producers, New York (G. P. A. radiator glycerine) daily weather reports, 2½ months, Newell-Emmett Co., New York; Health Products Corp., New York (Feenamint) 3 announcements weekly, 78 times, Calkins & Holden, New York.

WHP, Harrisburg, Pa.: Reo Motor Co., Detroit, 5 announcements weekly, 2 weeks, thru Maxon, Inc., Detroit; Hotel Governor Clinton, New York, one announcement weekly, 13 weeks, Rose-Martin, New York; Beech-Nut Packing Co., Conajoharie, N. Y. (gum) 3 announcements weekly, 39 weeks, McCann-Erickson, New York; Bay State Fishing Co., Boston, announcements, twice weekly, 13 weeks, Street & Finney, New York.

CKLW, Windsor-Detroit: Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) hill-billy variety daily, indefinite period, direct; Sparks-Worthington, Jackson, Mich. (radio and refrigerator) prison talent from Jackson penitentiary, once weekly, indefinite period, direct; Rieser Co., New York (Venida hair waves) 4 transcriptions weekly, indefinite period, Lawrence W. Gumbiner, New York.

WBT, Charlotte, N. C.: Plough Chemical Co., Memphis (Penetro, St. Joseph's aspirin and Plough's face powders) 7 announcements weekly, 134 times, SHB, New York; American Weekly magazine, transcription weekly, 13 times, thru ATLANTA GEORGIAN, Atlanta; Rumford Chemical Works, Rumford, R. I. (baking powder) 15 minutes twice weekly, SHB; Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals) half-hour daily except Sunday, 580 times, thru local distributor; Mantle Lamp Co., Chicago, 15-minute transcription; Standard Oil Co. of N. J. (oil burners) announcements daily except Sunday, McCann-Erickson; Knox Co., Kansas City (Cystex) 15-minute transcription Sundays, 13 times, Dillon & Kirk, Kansas City; Montgomery Ward, Chicago (furs) 5 minutes once weekly, 13 times, Neisser & Myerhoff, Chicago; Goodrich Rubber Co., Charlotte branch (tires) 15-minute transcriptions Sundays, 13 times; Sears, Roebuck & Co., Charlotte branch, announcements daily except Sunday, 13 times.

KYW, Chicago: Iodent Chemical Co., Detroit (toothpaste) transcriptions 3 days weekly, 52 weeks, thru Maxon, Inc., Detroit; Hudnut Sales Co., New York (cosmetics) renewal of 15-minute transcriptions for 12 times to Nov. 3, Calkins & Holden, New York; Oneida Community, Ltd., Oneida, N. Y. (silverware) 5 announcements weekly, 48 times, the Cornell Co., New York; Vick Chemical Co., Greensboro, N. C. (medical) two announcements nightly until Dec. 25, direct; General Electric Air Conditioning Corp., New York, announcements daily for 26 times, B. B. D. & O., New York.

WFAA, Dallas: Ironized Yeast Co., Atlanta, 15 minutes 3 times weekly, 26 times, thru Ruthrauff & Ryan, New York; Thomas J. Lipton Co., Hoboken, N. J. (tea) 5 announcements weekly, 20 times, Lake-Spiro-Cohen, Memphis; Beech-Nut Packing Co., Canajoharie, N. Y. (confections) 15 minutes 3 times weekly, 78 times, McCann-Erickson, New York; Hudnut Sales Co., New York (toilet articles) 15 minutes 3 times weekly, 30 times, Calkins & Holden, New York; Nacor Medical Co., Indianapolis (asthma and hay fever remedy) announcements daily except Sunday, 312 times, Neisser-Meyerhoff, Chicago; Liebman Brewery, New York (Rheingold beer) 15 minutes once weekly, 13 weeks, Hanff-Metzger, New York; Columbia Pictures Corp., New York, 4 announcements daily, 3 days, Biow, Inc., New York; Smith, Kline & French, Scranton, Pa. (Dr. Hand's teething lotion and worm elixir) announcements daily except Sunday, 78 times, John L. Butler, Philadelphia; Chesapeake & Ohio Railway, Washington, announcements daily except Sunday, 312 times, Campbell-Ewald Co., Detroit; Adlerika Co., St. Paul (Adlerika) 15 minutes 3 times weekly, 39 times, St. Paul Advertising Co.

KFEQ, St. Joseph, Mo.: Brooks Appliance Co. (automatic air cushions) 6 morning programs weekly, indefinite, thru Rhodes & Leisenring, Chicago; Continental Baking Co., New York (Wonder Bread); Kellogg Co., Battle Creek, Mich. (corn flakes) direct; Consumers' & Producers' Advertising Corp., Des Moines, 6 programs weekly, 52 weeks, thru Strauss Radio Program Producers, Des Moines; PATHFINDER Magazine, Washington, D. C., 6 afternoons weekly, 104 weeks, Rhodes & Leisenring, Chicago; Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars) daily announcements, 26 times, direct.

WLS, Chicago: United Remedies, Chicago (proprietary) 15-minute musical program, 6 days weekly, 52 weeks, thru Heath-Seehof, Chicago; Morton Salt Co., Chicago, 15-minute period of Barn Dance Saturdays, 13 weeks, from Oct. 28, Wade Advertising Co., Chicago; Olson Rug Co., two announcements 6 mornings weekly to April 10, Philip O. Palmer, Chicago; M. K. Cold Remedy, Clinton, Ia., two announcements six days weekly, Oct. 21 to Jan. 30, Wade, Chicago; E. E. Hess Co., Brooks, Ind. (witch hazel cream) 5-minute periods twice weekly, 26 times, Rogers & Smith, Chicago; Ferris Nurseries, Hampton, Ia. (seeds) 15-minute period of Barn Dance Saturdays for 13 weeks, effective Jan. 2, Lessing Co., Des Moines, Ia.; Oneida Community, Ltd., Oneida, N. Y. (silverware) announcements 6 days a week for 48 times, Cornell Co., New York.

WBBM, Chicago: Bay State Fishing Co., Boston, announcements twice weekly for 13 weeks, thru Richardson, Alley & Richards, Boston; Association of American Soap and Glycerine Producers, N. Y. (G. P. A. radiator glycerine) weather reports daily to Dec. 10, Newell-Emmett, New York; Stanco, Inc., New York (Nujol and Daggett & Ramsdell toiletries) 15-minute transcriptions 5 mornings weekly for 13 weeks, McCann-Erickson, New York; Red Star Yeast Co., Milwaukee (yeast products) renewal of 15-minute programs 3 mornings weekly for an indefinite period.

Gets Power Increase

WGNY, Chester, N. Y., was authorized by the Radio Commission on Sept. 22 to increase its power from 50 to 100 watts, in a decision sustaining Examiner Hill. The station is operated by Peter Goelet.

RESULTS

"* * * This year we again used KLRA exclusively. Weather conditions were the most unfavorable at this season in five years. Certainly general buying has been less. Yet with all these things against us, our business showed an increase of more than 33 1/3 per cent over last year. To say we are pleased is putting it mildly."

Cordially yours,
Fields' Exclusive Millinery
Leon Darby, Mgr.

ARKANSAS' ONLY FULL TIME NETWORK STATION

Will Produce Similar RESULTS FOR YOU

KLRA

(Member CBS)
1390 Kc. 1000 Watts
The Voice of Arkansas
Albert Pike Hotel
LITTLE ROCK, ARKANSAS

200 Advertisers Are Gaining Ground Through Wise Use of the 3 Register and Tribune Stations

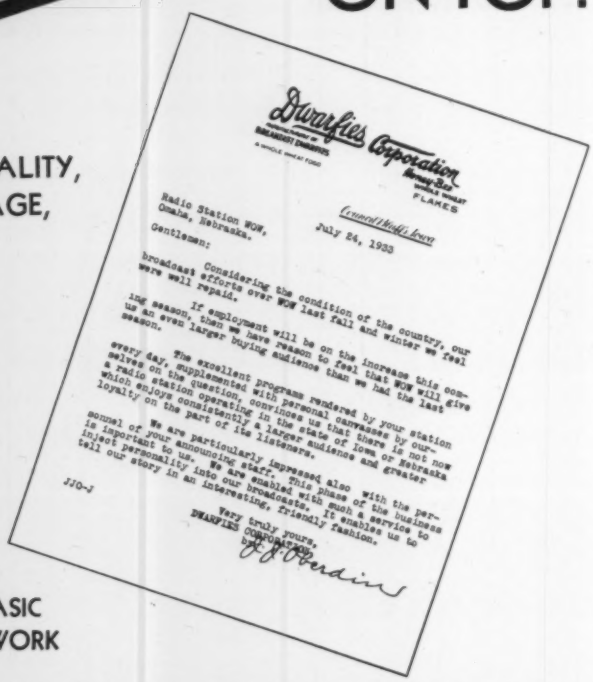
KSO-*Des Moines KWCR-*Cedar Rapids** WIAS-*Ottumwa***

Synchronized merchandising service on all three stations available to national advertisers

**Affiliated with N. B. C. Blue network 18 hours daily*

A Cereal Manufacturer is "CONVINCED" that WOW COVERS AMERICA'S BREAD BASKET is ON TOP!

PERSONALITY, COVERAGE, AND SALES ABILITY CONVINCED HIM



Durafles Corporation
Manufacturers of
BREAKFAST DELIGHTS
A CEREAL FOOD OF MERIT
FLAKES

General Office Building
July 24, 1933

Radio Station WOW,
Omaha, Nebraska.

Gentlemen:

Considering the condition of the country, our broadcast efforts over WOW last fall and winter we feel were well repaid.

If employment will be on the increase this coming season, then we have reason to feel that WOW will give us an even larger buying audience than we had the last season.

The excellent program rendered by your station every day, supplemented with personal canvasses by ourselves on the question, convinces us that there is not now a radio station operating in the state of Iowa or Nebraska which enjoys consistently a larger audience and greater loyalty on the part of its listeners.

We are particularly impressed also with the personnel of your announcing staff. This phase of the business is important to us. We are enabled with such a service to inject personality into our broadcasts. It enables us to tell our story in an interesting, friendly fashion.

Very truly yours,
DURAFLES CORPORATION
By J. J. Gillin

JJG-J

ON THE N. B. C. BASIC RED NETWORK

Write to John J. Gillin, commercial manager, for further details concerning WOW's dominating position in this rich trade area.

RADIO STATION
590 KILO. WOW 1,000 WATTS
CLEARED REGIONAL CHANNEL
Owned & Operated by
WOODMEN OF THE WORLD LIFE INS. ASS'N
ASSETS MORE THAN $113,000,000
OMAHA

KWKH Transfer Approval Granted

ASSIGNMENT of half time on the 850 kc. clear channel, with 10 kw. to the newly formed International Broadcasting Corp., of Shreveport, La., which would take over the facilities of KWKH, Shreveport, operated by W. K. Henderson, was authorized by the Radio Commission Sept. 16 following exhaustive hearings. The corporation is controlled by Sam D. Hunter, wealthy independent oil producer, who had entered into contract to purchase the KWKH plant for $50,000.

The Commission's decision reversed the recommendation of former Chief Examiner Yost, who had recommended that KWKH be deleted because of the broadcast utterances of Henderson and that its facilities be assigned to WWL, New Orleans, which at present occupies time on the wave with 10 kw. The Commission renewed the Henderson license in its decision, but simultaneously approved assignment of the license to the new corporation in view of the purchase arrangement.

It also is understood that the International Corporation has an option to purchase KWEA, a 100-watter in Shreveport also owned by Henderson, for $15,000. An application to that end now is pending before the Commission. KWKH has no network affiliation, but testimony was given at the hearing last February that International expected to align itself with CBS if it procured KWKH. International was represented at the hearing by former Commissioner Ira E. Robinson and Horace L. Lohnes.

There is likelihood of an appeal to the Court of Appeals of the District of Columbia by WWL. The Commission denied the application of WSPA, Spartanburg, S. C., operated by Virgil V. Evans, for the KWKH facilities.

Radio Agencies Merge

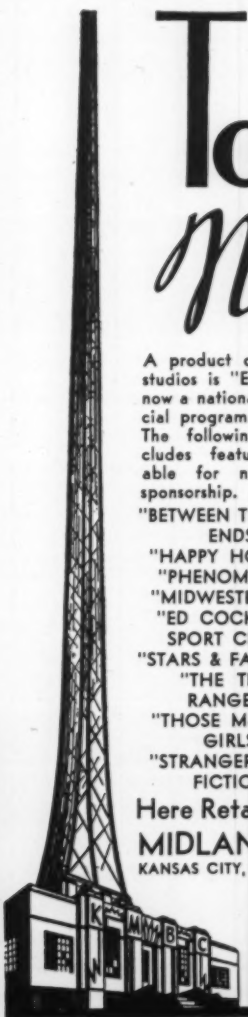
MERGER of Harry H. Pattee & Co., Kansas City radio advertising agency, with Associated Broadcasting Co., Kansas City, was announced Sept. 18 by Mr. Pattee, who also stated that the agency will act as representatives of radio stations in that territory. Collins Riley, former advertising representative of WHB, Kansas City, is general manager, and Mr. Pattee will have the title of account executive. The agency will be known as Associated Broadcasting Co. with offices in the New England Bldg., Kansas City.

TOWERING TO *New* HEIGHTS in PROGRAM PRODUCTION

A product of KMBC studios is "Easy Aces", now a national commercial program.
The following list includes features available for national sponsorship.
"BETWEEN THE BOOK ENDS"
"HAPPY HOLLOW"
"PHENOMENON"
"MIDWESTERNERS"
"ED COCHRAN'S SPORT CHATS"
"STARS & FASHIONS"
"THE TEXAS RANGERS"
"THOSE McCARTY GIRLS"
"STRANGER THAN FICTION"

There is more than familiarity between KMBC's program staff and its listeners—there is an intimate relationship. This knowledge of listener interest plus skill in program production has earned enviable leadership for KMBC. Local features have become national "commercials", and KMBC as a key station of the Columbia Broadcasting System originates daily programs that are broadcast throughout the entire Western network. This ability of the Middle Wests' leading broadcasting station has helped make KMBC the "Tested Spot for Test Programs".

Here Retail Sales are Highest per Capita in U. S. A.
MIDLAND BROADCASTING COMPANY
KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070



KMBC
THE *TESTED* SPOT FOR TEST PROGRAMS

93 Times out of 100

WLW "the Nation's Station"

Through a survey of 50,000 consumers we learned that when a product is radio-advertised over WLW, 93 times out of 100 it will improve in consumer preference. We also know that if a brand is not radio-advertised over WLW, its chances of improvement are less than 42 per cent.

NRA MEMBER U.S. WE DO OUR PART

Proof . . . A brand of coffee rose quickly to fourth place in consumer acceptance and is still rising so rapidly that it is apt to be the leading brand in the WLW territory. WLW pulled it up.

A brand of mayonnaise that was in second place a year ago is now in eighth place and still declining. This company stopped using WLW.

A tooth paste pulled from sixth place to third place in consumer preference in less than six months while on WLW. It dropped right back to sixth place in five months when WLW was discontinued.

Near the center of the dial — *Near the center of population*

A series of current surveys of the midwest market which show the public preference for various products is available. Advertising executives may obtain copies by making inquiry on their letterheads and stating the kind of products in which they are particularly interested.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President* **CINCINNATI**

The Biggest Little

NRA MEMBER U.S.
WE DO OUR PART

WIL

YOU CANNOT ADEQUATELY COVER GREATER

WIL has regularly carried, for some time past, more local sponsored commercial programs than all other St. Louis stations combined!

WIL is the only station in St. Louis to have a mobile transmitter, bringing to its listeners many unique and exclusive broadcasts. It is the only station in St. Louis broadcasting court scenes and testimony direct from Police Court. Many of this station's other programs are the outstanding features broadcast in St. Louis.

For really expert service . . . for really spectacular results, call upon us. You too will be a happy member of the vast, WIL family.

WIL

WE DO OUR PART

Station in the Nation

WIL
ST. LOUIS, MO.

ST. LOUIS WITHOUT USING WIL

XUM

RADIO OUTLINE MAPS

RESPONDING to an insistent demand from advertisers and agencies, BROADCASTING publishes the revised Radio Outline Map inserted in the following pages. It is revised and corrected to July 1, 1933, the copyright residing in Broadcasting Publications, Inc., Washington, D. C.

EVERY CAUTION was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station as of July 1, 1933, is shown. Time zones are indicated. The opposite side of the map carries a complete log of broadcasting stations, alphabetically by state, city and call letters, with wave length and powers also shown.

THE VALUE of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies . . .	$2.00	100 Copies . . .	$5.00
50 Copies . . .	$3.75	200 Copies . . .	$9.00

Single Copies 10c

BROADCASTING

combined with

Broadcast Advertising

"The Trade Journal of the Industry"

NATIONAL PRESS BUILDING WASHINGTON, D. C.

Radio Stations in the United States

Explanation: The first column of figures indicates the frequency in kilocycles, the second the power in watts. An asterisk (*) preceding the figure indicates that higher power is used during the daytime. *Italics* indicate that the station has reported it does not sell time.

ALABAMA

Anniston		
WAMC	1420	100
Birmingham		
WAPI	1140	5,000
Birmingham		
WBRC	930	*500
Birmingham		
WKBC	1310	100
Gadsden		
WJBY	1210	100
Huntsville		
WBHS	1200	100
Mobile		
WODX	1410	500
Montgomery		
WSFA	1410	500
Troy		
WHET	1210	100

ARIZONA

Jerome		
KCRJ	1310	100
Phoenix		
KOY	1390	*500
Phoenix		
KTAR	620	1,000
Prescott		
KPJM	1500	100
Tucson		
KGAR	1370	*100
Tucson		
KVOA	1260	500
Yuma		
KUMA	1420	100

ARKANSAS

Blytheville		
KLCN	1290	50
Fayetteville		
KUOA	1260	1,000
Fort Smith		
KFPW	1210	100
Hot Springs		
KTHS	1040	10,000
Little Rock		
KARK	890	250
Little Rock		
KGHI	1200	100
Little Rock		
KLRA	1390	1,000
Paragould		
KBTM	1200	100
Texarkana		
KCMC	1420	100

CALIFORNIA

Bakersfield		
KERN	1200	100
Berkeley		
KRE	1370	100
Beverly Hills		
KMPC	710	500
Burbank		
KELW	780	500
El Centro		
KXO	1500	100
Eureka		
KIEM	1210	100
Fresno		
KMJ	580	500
Glendale		
KIEV	850	100
Long Beach		
KFOX	1250	1,000
Long Beach		
KGER	1360	1,000
Los Angeles		
KECA	1430	1,000
Los Angeles		
KFAC	1300	1,000
Los Angeles		
KFI	640	50,000
Los Angeles		
KFSG	*1120*	*500*
Los Angeles		
KFVD	1000	250
Los Angeles		
KFWB	950	1,000
Los Angeles		
KGFJ	1200	100
Los Angeles		
KHJ	900	1,000
Los Angeles		
KMTR	570	500
Los Angeles		
KNX	1050	25,000
Los Angeles		
KRKD	1120	500
Los Angeles		
KTM	780	*500
Oakland		
KLS	1440	250
Oakland		
KLX	880	1,000
Oakland		
KROW	930	*500
Oakland		
KTAB	560	1,000
Pasadena		
KPPC	1210	50
Sacramento		
KFBK	1310	100
San Bernardino		
KFXM	1210	100
San Diego		
KFSD	600	1,000
San Diego		
KGB	1330	1,000
San Francisco		
KFRC	610	1,000
San Francisco		
KFWI	930	500
San Francisco		
KGGC	1420	100
San Francisco		
KGO	790	7,500
San Francisco		
KJBS	1070	100
San Francisco		
KPO	680	50,000
San Francisco		
KYA	1230	1,000
San Jose		
KQW	1010	500
Santa Ana		
KREG	1500	100
Santa Barbara		
KDB	1500	100
Stockton		
KGDM	1100	250
Stockton		
KWG	1200	100

COLORADO

Colorado Springs		
KVOR	1270	1,000
Denver		
KFEL	920	500
Denver		
KFXF	920	500
Denver		
KLZ	560	1,000
Denver		
KOA	830	12,500
Denver		
KPOF	*880*	*500*
Grand Junction		
KFXJ	1200	100
Greeley		
KFKA	880	*500
Lamar		
KIDW	1420	100
Pueblo		
KGHF	1320	*250
Trinidad		
KGIW	1420	100
Yuma		
KGEK	1200	100

CONNECTICUT

Bridgeport		
WICC	600	*250
Hartford		
WDRC	1330	500
Hartford		
WTIC	1060	50,000
Storrs		
WCAC	*600*	*250*

DELAWARE

Wilmington		
WDEL	1120	*250
Wilmington		
WILM	1420	100

DISTRICT OF COLUMBIA

Washington		
WJSV	1460	10,000
Washington		
WMAL	630	*250
Washington		
WOL	1310	100
Washington		
WRC	950	500

FLORIDA

Clearwater		
WFLA	620	*1,000
Gainesville		
WRUF	830	5,000
Jacksonville		
WJAX	900	1,000
Miami		
WIOD-WMBF	1300	1,000
Miami		
WQAM	560	1,000
Orlando		
WDBO	580	250
Pensacola		
WCOA	1340	500
St. Petersburg		
WSUN	620	*1,000
Tampa		
WDAE	1220	1,000
Tampa		
WMBR	1370	100

GEORGIA

Americus		
WENC	1420	100
Athens		
WTFI	1450	500
Atlanta		
WGST	890	*250
Atlanta		
WSB	740	5,000
Atlanta		
WJTL	1370	100
Augusta		
WRDW	1500	100
Columbus		
WRBL	1200	100
Macon		
WMAZ	1180	500
Rome		
WFDV	1500	100
Savannah		
WTOC	1260	500
Thomasville		
WQDX	1210	100

IDAHO

Boise		
KIDO	1350	1,000
Idaho Falls		
KID	1320	*250
Nampa		
KFXD	1200	100
Pocatello		
KSEI	890	*250
Twin Falls		
KTFI	1240	*500

ILLINOIS

Carthage		
WCAZ	1070	50
Chicago		
KYW	1020	10,000
Chicago		
WAAF	920	500
Chicago		
WBBM	770	25,000
Chicago		
WCFL	970	1,500
Chicago		
WCRW	1210	100
Chicago		
WEDC	1210	100
Chicago		
WENR	870	50,000
Chicago		
WGES	1360	*500
Chicago		
WGN	720	25,000
Chicago		
WJJD	1130	20,000
Chicago		
WLS	870	50,000
Chicago		
WMAQ	670	5,000
Chicago		
WMBI	*1080*	*5,000*
Chicago		
WSBC	1210	100
Cicero		
WEHS	1420	100
Cicero		
WHFC	1420	100
Cicero		
WKBI	1420	100
Decatur		
WJBL	1200	100
Harrisburg		
WEBQ	1210	100
Joliet		
WCLS	1310	100
Joliet		
WKBB	1310	100
La Salle		
WJBC	1200	100
Peoria		
WMBD	1440	*500
Quincy		
WTAD	1440	500
Rockford		
KFLV	1410	500
Rock Island		
WHBF	1210	100
Springfield		
WCBS	1210	100
Springfield		
WTAX	1210	100
Tuscola		
WDZ	1070	100
Urbana		
WILL	*890*	*250*
Zion		
WCBD	*1080*	*5,000*

INDIANA

Anderson		
WHBU	1210	100
Connersville		
WKBV	1500	100
Elkhart		
WTRC	1310	*50
Evansville		
WGBF	630	500
Fort Wayne		
WGL	1370	100
Fort Wayne		
WOWO	1160	10,000
Gary		
WIND	560	1,000
Hammond		
WWAE	1200	100
Indianapolis		
WFBM	1230	1,000
Indianapolis		
WKBF	1400	500
Muncie		
WLBC	1310	50
South Bend		
WFAM	1200	100
South Bend		
WSBT	1230	500
Terre Haute		
WBOW	1310	100
West Lafayette		
WBAA	*1400*	*500*

IOWA

Ames		
WOI	*640*	*5,000*
Boone		
KFGQ	*1210*	*100*
Cedar Rapids		
KWCR	1420	*100
Council Bluffs		
KOIL	1260	1,000
Decorah		
KGCA	1270	100
Decorah		
KWLC	1270	100
Des Moines		
KSO	1370	*100
Des Moines		
WOC-WHO	1000	50,000
Iowa City		
WSUI	*880*	*500*
Marshalltown		
KFJB	1200	*100
Ottumwa		
WIAS	1310	100
Red Oak		
KICK	1420	100
Shenandoah		
KFNF	890	*500
Shenandoah		
KMA	930	*500
Sioux City		
KSCJ	1330	*1,000
Waterloo		
WMT	600	500

KANSAS

Abilene		
KFBI	1050	5,000
Coffeyville		
KGGF	1010	*500
Dodge City		
KGNO	1340	250
Kansas City		
WLBF	1420	100
Lawrence		
KFKU	*1220*	*500*
Lawrence		
WREN	1220	1,000
Manhattan		
KSAC	*580*	*500*
Topeka		
WIBW	580	1,000
Wichita		
KFH	1300	1,000

KENTUCKY

Covington		
WCKY	1490	5,000
Hopkinsville		
WFIW	940	1,000
Louisville		
WHAS	820	25,000
Louisville		
WLAP	1200	*100
Paducah		
WPAD	1420	100

LOUISIANA

Monroe		
KMLB	1200	100
New Orleans		
WBBX	1200	100
New Orleans		
WDSU	1250	1,000
New Orleans		
WJBO	1420	100
New Orleans		
WJBW	1200	100
New Orleans		
WSMB	1320	500
New Orleans		
WWL	850	10,000
Shreveport		
KRMD	1310	100
Shreveport		
KTBS	1450	1,000
Shreveport		
KWKH	850	10,000

MAINE

Augusta		
WRDO	1370	100
Bangor		
WABI	1200	100
Bangor		
WLBZ	620	500
Portland		
WCSH	940	*1,000
Presque Isle		
WAGM	1420	100

MARYLAND

Baltimore		
WBAL	1060	10,000
Baltimore		
WCAO	600	250
Baltimore		
WCBM	1370	*100
Baltimore		
WFBR	1270	500
Cumberland		
WTBO	1420	*100
Hagerstown		
WJEJ	1210	100

MASSACHUSETTS

Boston		
WAAB	1410	500
Boston		
WBZ	990	25,000
Boston		
WBZA	990	1,000
Boston		
WEEI	590	1,000
Boston		
WHDH	830	1,000
Boston		
WLOE	1500	*100
Boston		
WNAC	1230	1,000
Fall River		
WSAR	1450	250
Lexington		
WLEY	1370	*100
New Bedford		
WNBH	1310	*100
Needham		
WBSO	920	500
Springfield		
WMAS	1420	100
Worcester		
WORC	1200	100
Worcester		
WTAG	580	*250

MICHIGAN

Battle Creek		
WELL	1420	50
Bay City		
WBCM	1410	500
Calumet		
WHDF	1370	*100
Detroit		
WEXL	1310	50
Detroit		
WJBK	1370	50
Detroit		
WJR	750	10,000
Detroit		
WMBC	1420	*100
Detroit		
WWJ	920	1,000
Detroit		
WXYZ	1240	1,000
East Lansing		
WKAR	*1040*	*1,000*
Flint		
WFDF	1310	100
Grand Rapids		
WASH-WOOD	1270	500
Ironwood		
WJMS	1420	100
Jackson		
WIBM	1370	100
Kalamazoo		
WKZO	590	1,000
Lapeer		
WMPC	1500	100
Ludington		
WKBZ	1500	100
Marquette		
WBEO	1310	100

MINNESOTA

Duluth		
WEBC	1290	1,000
Fergus Falls		
KGDE	1200	*100
Minneapolis		
WCCO	810	50,000
Minneapolis		
WDGY	1180	1,000
Minneapolis		
WLB	*1250*	*1,000*
Minneapolis		
WRHM	1250	1,000
Moorhead		
KGFK	1500	100
Northfield		
WCAL	*1250*	*1,000*
St. Paul		
KSTP	1460	*10,000

MISSISSIPPI

Greenville		
WKFI	1210	100
Hattiesburg		
WPFB	1370	100
Jackson		
WJDX	1270	1,000
Laurel		
WAML	1310	100
Meridian		
WCOC	880	*500
Mississippi City		
WGCM	1210	100
Vicksburg		
WQBC	1360	500

MISSOURI

Cape Girardeau		
KFVS	1210	100
Clayton		
KFUO	*550*	*500*
Columbia		
KFRU	630	500
Grant City		
KGIZ	1500	100
Jefferson City		
WOS	*630*	*500*
Joplin		
WMBH	1420	*100
Kansas City		
KMBC	950	1,000
Kansas City		
KWKC	1370	100
Kansas City		
WDAF	610	1,000
Kansas City		
WHB	860	500
Kansas City		
WOQ	1300	1,000
St. Joseph		
KFEQ	680	2,500
St. Louis		
KFWF	*1200*	*100*
St. Louis		
KMOX	1090	50,000
St. Louis		
KSD	550	500
St. Louis		
KWK	1350	1,000
St. Louis		
WEW	*760*	*1,000*
St. Louis		
WIL	1200	*100
Springfield		
KGBX	1310	100

MONTANA

Billings		
KGHL	950	*1,000
Butte		
KGIR	1360	*500
Great Falls		
KFBB	1280	*1,000

XUM

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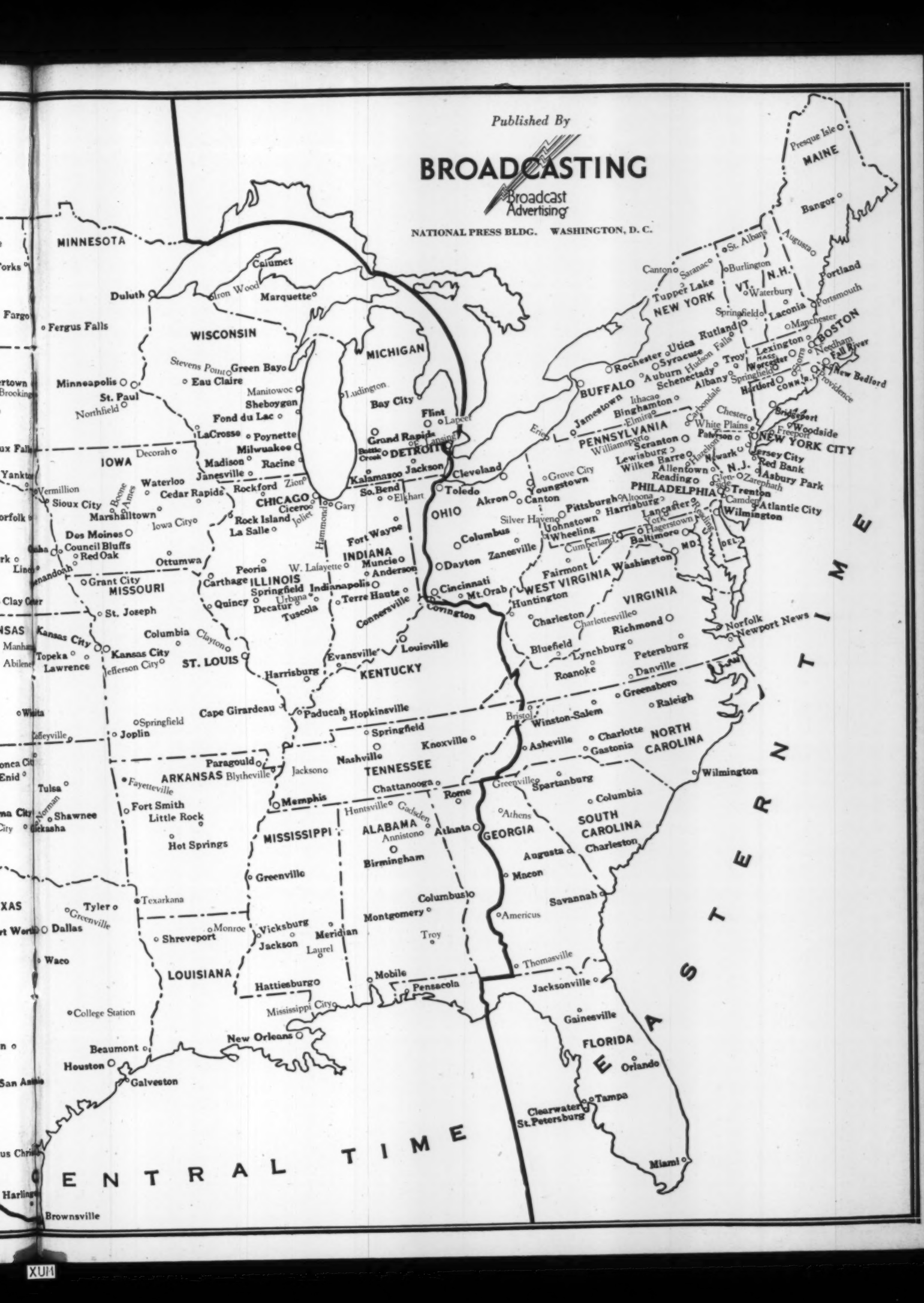
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Marquette
Calumet
Iron Wood
Fergus Falls
Minneapolis
St. Paul
Northfield
Eau Claire
Green Bay
Stevens Point
Manitowoc
Sheboygan
Fond du Lac
LaCrosse
Poynette
Milwaukee
Madison
Racine
Janesville
Decorah
Waterloo
Cedar Rapids
Rockford
Zion
Vermillion
Sioux City
Boone
Ames
Marshalltown
Iowa City
Des Moines
Council Bluffs
Red Oak
Ottumwa
Grant City
Rock Island
La Salle
Peoria
Carthage
Springfield
Quincy
Decatur
Urbana
Tuscola
W. Lafayette
Fort Wayne
Muncie
Anderson
Indianapolis
Terre Haute
Connersville
Hammond
Gary
Joliet
Cicero
CHICAGO
Elkhart
So. Bend
Kalamazoo
Jackson
Grand Rapids
Battle Creek
Lansing
Flint
Lapeer
Bay City
Ludington
DETROIT
Toledo
Cleveland
Akron
Canton
Grove City
Youngstown
Pittsburgh
Altoona
Harrisburg
Silver Haven
Johnstown
Wheeling
Columbus
Zanesville
Dayton
Cincinnati
Mt. Orab
Covington
Huntington
Fairmont
Cumberland
Hagerstown
Baltimore
Washington
Lancaster
York
Reading
Allentown
Wilkes Barre
Lewisburg
Williamsport
Scranton
Hazelton
Elmira
Ithaca
Binghamton
Jamestown
Erie
BUFFALO
Rochester
Syracuse
Utica
Auburn
Schenectady
Albany
Hudson Falls
Rutland
Troy
Springfield
Worcester
Hartford
Lexington
Laconia
Manchester
Portsmouth
Portland
Bangor
Presque Isle
Augusta
St. Albans
Burlington
Waterbury
Canton
Saranac
Tupper Lake
Chester
White Plains
Patterson
Newark
Trenton
Camden
Atlantic City
Wilmington
Asbury Park
Red Bank
Jersey City
Freeport
Woodside
NEW YORK CITY
Bridgeport
Providence
Fall River
New Bedford
BOSTON
Needham
Cohasset
Carbondale
Glen-side
Zarephath
Harrisburg
Lancaster
Chambersburg
Hagerstown
Cumberland
Baltimore
Fairmont
Huntington
Charleston
Charlottesville
Richmond
Norfolk
Newport News
Petersburg
Lynchburg
Bluefield
Roanoke
Danville
Greensboro
Raleigh
Winston-Salem
Bristol
Asheville
Charlotte
Gastonia
Wilmington
Greenville
Spartanburg
Columbia
Charleston
Augusta
Macon
Savannah
Americus
Athens
Atlanta
Rome
Chattanooga
Knoxville
Nashville
Springfield
Paducah
Hopkinsville
Cape Girardeau
Harrisburg
Evansville
Louisville
Kansas City
Columbia
Clayton
Jefferson City
Topeka
Lawrence
St. Joseph
Grant City
Fayetteville
Springfield
Joplin
Paragould
Blytheville
Jackson
Memphis
Fort Smith
Little Rock
Hot Springs
Texarkana
Tyler
Greenville
Dallas
Shreveport
Monroe
Vicksburg
Jackson
Meridian
Laurel
Hattiesburg
Mississippi City
New Orleans
Beaumont
Houston
Galveston
College Station
Waco
Brownsville
Huntsville
Gadsden
Annistono
Birmingham
Montgomery
Troy
Columbus
Greenville
Mobile
Pensacola
Thomasville
Jacksonville
Gainesville
Orlando
Tampa
Clearwater
St. Petersburg
Miami
Shawnee
Tulsa
Norman
Enid
Oklahoma City
Ponca City
Wichita
Coffeyville
Abilene
Manhattan
Clay Center
Fargo
Yankton
Brookings
Sioux Falls
Harlingen
San Antonio
Corpus Christi
EASTERN TIME
CENTRAL TIME

Kalispell		
KGEZ	1310	100
Missoula		
KGVO	1200	100
Wolf Point		
KGCX	1310	*100

NEBRASKA

Clay Center		
KMMJ	740	1,000
Kearney		
KGFW	1310	100
Lincoln		
KFAB	770	*5,000
Lincoln		
KFOR	1210	*100
Lincoln		
WCAJ	*590*	*500*
Norfolk		
WJAG	1060	1,000
North Platte		
KGNF	1430	500
Omaha		
WAAW	660	500
Omaha		
WOW	590	1,000
Scottsbluff		
KGKY	1500	100
York		
KGBZ	930	*500

NEVADA

Las Vegas		
KGIX	1420	100
Reno		
KOH	1380	500

NEW HAMPSHIRE

Laconia		
WKAV	1310	100
Manchester		
WFEA	1430	500
Portsmouth		
WHEB	740	250

NEW JERSEY

Asbury Park		
WCAP	1280	500
Atlantic City		
WPG	1100	5,000
Camden		
WCAM	1280	500
Jersey City		
WAAT	940	500
Jersey City		
WHOM	1450	250
Newark		
WAAM	1250	*1,000
Newark		
WGCP	1250	250
Newark		
WOR	710	5,000
Paterson		
WODA	1250	1,000
Red Bank		
WJBI	1210	100
Trenton		
WTNJ	1280	500
Zarephath		
WAWZ	*1350*	*250*

NEW MEXICO

Albuquerque		
KGGM	1230	*250
Albuquerque		
KOB	1180	10,000
Clovis		
KICA	1370	100
Roswell		
KGFL	1370	100

NEW YORK

Albany		
WOKO	1440	500
Auburn		
WMBO	1310	100
Binghamton		
WNBF	1500	100
Buffalo		
WBEN	900	1,000
Buffalo		
WEBR	1310	*100
Buffalo		
WGR	550	1,000
Buffalo		
WKBW	1480	5,000
Buffalo		
WSVS	1370	50
Canton		
WCAD	*1220*	*500*
Chester Twp.		
WGNY	1210	50
Elmira		
WESG	1040	1,000
Freeport		
WGBB	1210	100
Hudson Falls		
WGLC	1370	100
Ithaca		
WLCI	1210	50
Jamestown		
WOCL	1210	50
New York		
WABC-WBOQ	860	50,000
New York		
WARD	1400	500
New York		
WBBC	1400	500
New York		
WBBR	1300	1,000
New York		
WBNX	1350	250
New York		
WCDA	1350	250
New York		
WEAF	660	50,000
New York		
WEVD	1300	500
New York		
WFAB	1300	1,000
New York		
WFOX	1400	500
New York		
WHN	1010	250
New York		
WINS	1180	500
New York		
WJZ	760	50,000
New York		
WLWL	1100	5,000
New York		
WLTH	1400	500
New York		
WMBQ	1500	100
New York		
WMCA-WPCH	570	500
New York		
WMIL	1500	100
New York		
WMSG	1350	250
New York		
WNYC	*810*	*500*
New York		
WOV	1130	1,000
New York		
WQAO-WPAP	1010	250
New York		
WRNY	1010	250
Rochester		
WHAM	1150	25,000
Rochester		
WHEC	1440	500
Saranac Lake		
WNBZ	1290	50
Schenectady		
WGY	790	50,000
Syracuse		
WFBL	1360	*1,000
Syracuse		
WSYR-WMAC	570	250
Troy		
WHAZ	1300	500
Tupper Lake		
WHDL	1420	100
Utica		
WIBX	1200	*100
White Plains		
WFAS	1210	100
Woodside		
WWRL	1500	100

NORTH CAROLINA

Asheville		
WWNC	570	1,000
Charlotte		
WBT	1080	25,000
Gastonia		
WSOC	1210	100
Greensboro		
WBIG	1440	*500
Raleigh		
WPTF	680	1,000
Wilmington		
WRAM	1370	100
Winston-Salem		
WSJS	1310	100

NORTH DAKOTA

Bismarck		
KFYR	550	*1,000
Devils Lake		
KDLR	1210	100
Fargo		
WDAY	940	1,000
Grand Forks		
KFJM	1370	100
Mandan		
KGCU	1240	250
Minot		
KLPM	1240	250

OHIO

Akron		
WADC	1320	1,000
Akron		
WJW	1210	100
Canton		
WHBC	1200	10
Cincinnati		
WFBE	1200	*100
Cincinnati		
WKRC	550	1,000
Cincinnati		
WLW	700	50,000
Cincinnati		
WSAI	1330	*500
Cleveland		
WGAR	1450	*500
Cleveland		
WHK	1390	*1,000
Cleveland		
WJAY	610	500
Cleveland		
WTAM	1070	50,000
Columbus		
WAIU	640	500
Columbus		
WCAH	1430	500
Columbus		
WOSU	*570*	*750*
Columbus		
WSEN	1210	100
Dayton		
WSMK	1380	200
Mt. Orab		
WHBD	1370	100
Toledo		
WSPD	1340	1,000
Youngstown		
WKBN	570	500
Zanesville		
WALR	1210	100

OKLAHOMA

Chickasha		
KOCW	1400	*250
Elk City		
KASA	1210	100
Enid		
KCRC	1370	*100
Norman		
WNAD	*1010*	*500*
Oklahoma City		
KFXR	1310	*100
Oklahoma City		
KGFG	*1370*	*100*
Oklahoma City		
KOMA	1480	5,000
Oklahoma City		
WKY	900	1,000
Ponca City		
WBBZ	1200	100
Shawnee		
KGFF	1420	100
Tulsa		
KVOO	1140	5,000

OREGON

Corvallis		
KOAC	*550*	*1,000*
Eugene		
KORE	1420	100
Klamath Falls		
KFJI	1210	100
Marshfield		
KOOS	1370	100
Medford		
KMED	1310	100
Portland		
KALE	1300	500
Portland		
KBPS	1420	100
Portland		
KEX	1180	5,000
Portland		
KFJR	1300	500
Portland		
KGW	620	1,000
Portland		
KOIN	940	1,000
Portland		
KWJJ	1060	500
Portland		
KXL	1420	100

PENNSYLVANIA

Allentown		
WCBA	1440	250
Allentown		
WSAN	1440	250
Altoona		
WFBG	1310	100
Carbondale		
WNBW	1200	10
Erie		
WLBW	1260	*500
Glenside		
WIBG	930	25
Grove City		
WSAJ	1310	100
Harrisburg		
WBAK	*1430*	*1,000*
Harrisburg		
WCOD	1200	100
Harrisburg		
WHP	1430	*500
Hazleton		
WAZL	1420	100
Johnstown		
WJAC	1310	100
Lancaster		
WGAL	1310	100
Lancaster		
WKJC	1200	100
Lewisburg		
WJBU	1210	100
Philadelphia		
WCAU	1170	50,000
Philadelphia		
WDAS	1370	*100
Philadelphia		
WFI	560	500
Philadelphia		
WHAT	1310	100
Philadelphia		
WIP	610	500
Philadelphia		
WLIT	560	500
Philadelphia		
WPEN	1500	*100
Philadelphia		
WRAX	1020	250
Philadelphia		
WTEL	1310	100
Pittsburgh		
KDKA	980	50,000
Pittsburgh		
KQV	1380	500
Pittsburgh		
WCAE	1220	1,000
Pittsburgh		
WJAS	1290	*1,000
Pittsburgh		
WWSW	1500	*100
Reading		
WEEU	830	1,000
Reading		
WRAW	1310	100
Scranton		
WGBI	880	250
Scranton		
WQAN	*880*	*250*
Silver Haven		
WNBO	1200	100
Wilkes-Barre		
WBAX	1210	100
Wilkes-Barre		
WBRE	1310	100
Williamsport		
WRAK	1370	100
York		
WORK	1000	1,000

RHODE ISLAND

Providence		
WEAN	780	500
Providence		
WJAR	890	500
Providence		
WPRO	1210	100

SOUTH CAROLINA

Charleston		
WCSC	1360	500
Columbia		
WIS	1010	*500
Greenville		
WFBC	1200	*100
Spartanburg		
WSPA	1420	*100

SOUTH DAKOTA

Brookings		
KFDY	*550*	*1,000*
Huron		
KGDY	1200	100
Pierre		
KGFX	630	200
Rapid City		
WCAT	*1200*	*100*
Sioux Falls		
KSOO	1110	2,500
Vermillion		
KUSD	*890*	*500*
Watertown		
KGCR	1210	100
Yankton		
WNAX	570	1,000

TENNESSEE

Bristol		
WOPI	1500	100
Chattanooga		
WDOD	1280	*1,000
Jackson		
WTJS	1310	*100
Knoxville		
WNOX	560	*1,000
Knoxville		
WROL	1310	100
Memphis		
WHBQ	1370	100
Memphis		
WMC	780	*500
Memphis		
WNBR	1430	500
Memphis		
WREC	600	*500
Nashville		
WLAC	1470	5,000
Nashville		
WSM	650	50,000
Springfield		
WSIX	1210	100

TEXAS

Amarillo		
KGRS	1410	1,000
Amarillo		
WDAG	1410	1,000
Austin		
KNOW	1500	100
Beaumont		
KFDM	560	*500
Brownsville		
KWWG	1260	500
College Station		
WTAW	*1120*	*500*
Corpus Christi		
KGFI	1500	*100
Dallas		
KRLD	1040	10,000
Dallas		
WFAA	800	50,000
Dallas		
WRR	1280	500
Dublin		
KFPL	1310	100
El Paso		
KTSM	1310	100
El Paso		
WDAH	*1310*	*100*
Fort Worth		
KFJZ	1370	100
Fort Worth		
KTAT	1240	1,000
Fort Worth		
WBAP	800	50,000
Galveston		
KLUF	1370	100
Greenville		
KFPM	1310	15
Harlingen		
KRGV	1260	500
Houston		
KPRC	920	*1,000
Houston		
KTRH	1120	1,000
Houston		
KXYZ	1440	250
Lubbock		
KFYO	1310	*100
San Angelo		
KGKL	1370	100
San Antonio		
KABC	1420	100
San Antonio		
KMAC	1370	100
San Antonio		
KONO	1370	100
San Antonio		
KTSA	1290	1,000
San Antonio		
WOAI	1190	50,000
Tyler		
KGKB	1500	100
Waco		
WACO	1240	1,000
Wichita Falls		
KGKO	570	*250

UTAH

Ogden		
KLO	1400	500
Salt Lake City		
KDYL	1290	1,000
Salt Lake City		
KSL	1130	50,000

VERMONT

Burlington		
WCAX	1200	100
Rutland		
WSYB	1500	100
St. Albans		
WQDM	1370	100
Springfield		
WNBX	1260	250
Waterbury		
WDEV	550	500

VIRGINIA

Charlottesville		
WEHC	1350	500
Danville		
WBTM	1370	100
Lynchburg		
WLVA	1370	100
Newport News		
WGH	1310	100
Norfolk		
WTAR	780	500
Petersburg		
WPHR	1200	*100
Richmond		
WBBL	1210	100
Richmond		
WMBG	1210	100
Richmond		
WRVA	1110	5,000
Roanoke		
WDBJ	930	*250
Roanoke		
WRBX	1410	250

WASHINGTON

Aberdeen		
KXRO	1310	100
Bellingham		
KVOS	1200	100
Everett		
KFBL	1370	50
Olympia		
KGY	1210	100
Pullman		
KWSC	*1220*	*1,000*
Seattle		
KJR	970	5,000
Seattle		
KOL	1270	1,000
Seattle		
KOMO	920	1,000
Seattle		
KPCB	650	100
Seattle		
KRSC	1120	100
Seattle		
KTW	1220	1,000
Seattle		
KVL	1370	100
Seattle		
KXA	760	*250
Spokane		
KFIO	1120	100
Spokane		
KFPY	1340	1,000
Spokane		
KGA	1470	5,000
Spokane		
KHQ	590	*1,000
Tacoma		
KMO	1330	250
Tacoma		
KVI	570	500
Walla Walla		
KUJ	1370	100
Wenatchee		
KPQ	1500	100
Yakima		
KIT	1310	100

WEST VIRGINIA

Bluefield		
WHIS	1410	250
Charleston		
WOBU	580	*250
Fairmont		
WMMN	890	*250
Huntington		
WSAZ	1190	500
Wheeling		
WWVA	1160	5,000

WISCONSIN

Eau Claire		
WTAQ	1330	1,000
Fond du Lac		
KFIZ	1420	100
Green Bay		
WHBY	1200	100
Janesville		
WCLO	1200	100
La Crosse		
WKBH	1380	1,000
Madison		
WHA	*940*	*1,000*
Madison		
WIBA	1280	*500
Manitowoc		
WOMT	1210	100
Milwaukee		
WHAD	1120	250
Milwaukee		
WISN	1120	250
Milwaukee		
WTMJ	620	*1,000
Poynette		
WIBU	1210	100
Racine		
WRJN	1370	100
Sheboygan		
WHBL	1410	500
Stevens Point		
WLBL	*900*	*2,500*

WYOMING

Casper		
KDFN	1440	500

XUM

Industry Supports RMA Radio Drive To Add Listeners

Special Programs Promised For "Progress Week"

ENCOURAGING response from the entire industry to the Radio Prosperity Campaign now in progress, and to Radio Progress Week which will be observed from Oct. 2 to 7, is reported by Earl Whitehorne, campaign director for the Radio Manufacturers Association. A total of 103 cities out of the 143 distributing points for radio in the country have reported that various branches of the industry are supporting the campaign.

Broadcasting stations, Mr. Whitehorne said, are cooperating effectively for the most part, realizing that increased sales of sets and rehabilitation of old sets will increase their audiences and make for general improvement in business. He has sent to stations a series of suggestions for spot announcements calling public attention to Radio Progress Week, which will open with Marconi Day at A Century of Progress, where a memorial will be presented to the noted inventor by the Radio Industry.

Cites Increased Audiences

SUPPLEMENTING the data sent out by Mr. Whitehorne, O. H. Caldwell, former radio commissioner and editor of McGraw-Hill radio publications, has urged stations to capitalize on the opportunities presented by Radio Progress Week. A member of the special campaign committee, he suggested in letters to stations that they let their clients know about the event with its increased audience as a reason for using additional time on the air with special features.

Designed to restore prosperity to the manufacturing industry as well as to increase the size of the radio audience, the campaign will be climaxed during Radio Progress Week with many special program features on the networks. A number of network programs sponsors are dedicating special programs, while dealers' windows throughout the country will feature the event.

Canada Cooperating

ALSO COOPERATING in the campaign is the Canadian Radio Manufacturers Association, which liked the idea of the RMA. As at least 50 per cent of the 2,319,631 homes in Canada are without radio sets, the Dominion constitutes a lucrative market for new set sales.

The Canadian program will celebrate the tenth anniversary of Canadian Home Radio and will extend for 10 weeks from Sept. 13. It will feature special programs each week, European programs each Sunday afternoon. "International Radio Week" from Oct. 2 to 7 to take advantage of Radio Progress Week programs in this country, and "Canadian Radio Week" from Nov. 4 to 11.

Mr. Whitehorne said a fund of $50,000 has been established in Canada to finance advertising in newspapers, farm papers, radio industry publications and in broadcasting over the 10-week period. RMA also has set out to raise a $50,000 pool from set manufacturers for promotion of special programs during Radio Progress Week.

Radio Merchandising Display at Maryland State Fair

FOR THE DUAL purpose of merchandising its major accounts and of bringing home to listeners the story of its new equipment and vertical radiator, WBAL, Baltimore, staged an interesting exhibit at the recent Maryland State Fair. Some 80,000 fair-goers witnessed the display—the first ever to be included among the fair exhibitions by a radio station. Among the 40 advertisers represented by their products in the exhibit were: C. D. Kenny Co., Household Finance Corp., Armour & Co., Pathé News, Sun Oil Co., Read Chemical & Drug Co., Hendler Creamery Co., Real Silk Hosiery Mills, the Gaxton Co., Bristol-Myers, Ward Baking Co., Pepsodent Co., Northam Warren Corporation, Gulf Refining Co., General Mills, Inc., Colgate-Palmolive-Peet, Co., Horlick Malted Milk Co., Harold S. Ritchie & Co., Wander Co., Pacific Coast Borax Co., Northwestern Yeast Co., Wm. R. Warner & Co., Six O'Clock Dessert Co., Standard Brands, Andrew Jergen's Co., Wolf Cohn, Inc., Beechnut Packing Co., Shell Petroleum Corp., Sinclair Oil Co., Crazy Crystals Water Co., Kellogg Co., Vadsco Sales Corp., Tastyeast Inc., Health Products Corp., Campana Corp., Phillips Packing Co., Maryland Dairy Council, Jeddo Highland Coal Co., Lady Esther, Richfield Oil Corp., National Sugar Refining Co., Pillsbury Flour Mills, Fletcher's Castoria and House of Eden.

RECEPTION DEPENDS ON RECEIVER

Asserts Commissioner Lafount in Giving Endorsement To Radio Prosperity Campaign

HEARTY endorsement of the Radio Prosperity Campaign being conducted under the auspices of Radio Manufacturers Association, which has enlisted the cooperation of stations, networks, advertisers and agencies, was voiced by Radio Commissioner Lafount in a letter to Earl Whitehorne, campaign director, made public Sept. 20.

Without good receivers, the Commissioner said, people cannot get the benefit of the many technical improvements which all stations so willingly have made to meet Commission requirements. Good radio, he added, will add much to the comfort and happiness of the nation by providing modern facilities for keeping the public informed on national affairs and securing its cooperation and sympathy with the government's efforts to end the depression. He characterized American programs as the "finest in the world."

Text of Letter

MR. LAFOUNT'S letter follows in full text:

On a recent inspection trip I found many people in the west using obsolete receiving sets while others living in remote sections were without any sets at all. The reason is obvious. They have not had funds available for the purchase of even second-hand sets, let alone new ones. With the return of employment for many thousands of people throughout the United States money is again beginning to circulate. Your campaign will undoubtedly stimulate the general public with the desire at least to observe the superiority of a modern set, and it seems to me should result in many sales.

People with old receivers cannot get the benefit of the many technical improvements which all broadcasting stations have so willingly made to meet the requirements of the Federal Radio Commission. Obsolete sets, worn and defective tubes and other impaired parts account for much of the poor reception reported. Owners of such sets necessarily miss the best part of many programs; in some cases the high and low notes are not reproduced, preventing the listener from enjoying the many fine musical programs now being presented.

Profitable Investment

RADIO has come to mean so much to the rank and file of our citizens that a modern receiving set is really a profitable investment. Leaders of our government, industry, agriculture and labor are using the radio daily to inform the public of what is being done to end the depression and to bespeak its cooperation; the news of the world comes over the air almost simultaneously with its happening, and high-class entertainment is the order of the day.

I most heartily endorse the Radio Prosperity Campaign because I believe good receiving sets will add much to the comfort and happiness of the nation by providing modern facilities for keeping the public informed on national affairs and securing its cooperation and sympathy with the government's efforts to end the depression; keeping our citizens in good spirits through this period of transition by making it possible for them to enjoy the finest radio programs in the world—those broadcast by our stations.

Train's Roar, Whistle Used by L. & N. Daily In Broadcasts on WSM

THE BLOOD-TINGLING sound of a roaring train and the shrill whistle of the locomotive are being broadcast daily over WSM, Nashville, to advertise the Pan American express of the Louisville & Nashville Railroad.

A special microphone installed near the L. & N. tracks, which skirt the WSM transmitter 14 miles south of Nashville, picks up the sounds as the train passes about 5:38 p.m. An announcer then explains, as the roar of the crack train fades, some of the trips that can be made on the Pan American and other L. & N. trains.

Similar broadcasts have been made by the Chesapeake & Ohio Railway over stations in key cities along its lines.

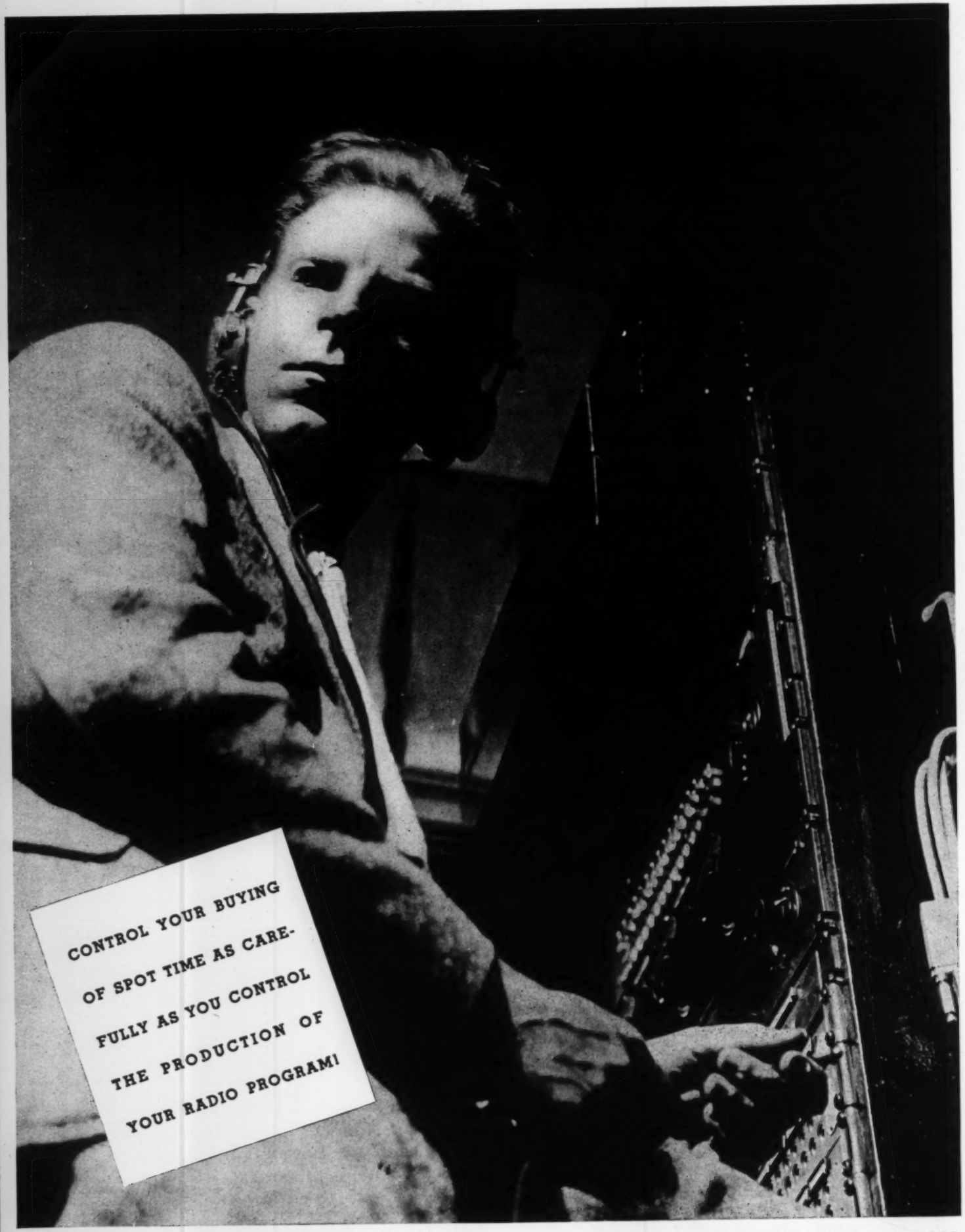
WMT Commercial Men Killed in Auto Accident

HOWARD HARRINGTON, 60, former advertising manager of Phillips Petroleum Co., Bartlesville, Okla., and lately advertising manager of WMT, Waterloo, Ia., was instantly killed with four other companions, two of them members of the commercial staff of WMT, when their car was struck by another near Waverly, Ia. while returning from a church broadcast Sept. 17. The other WMT men killed were Vern King, 40, and Harry Kister, 60, and the two others dead are a Cedar Rapids pastor and his 10-year-old son. The three WMT men comprised the entire commercial staff of the station.

Studebaker Series

ITS STARTING date postponed for one week, Studebaker Sales Corp., South Bend, Ind., on Sept. 30 started its special series of six consecutive broadcasts on 29 CBS stations and the Don Lee Network, featuring all-star talent. First program was to feature Bing Crosby from Los Angeles; second, Oct. 1, Ethel Barrymore from Detroit; third, Oct. 2, Morton Downey from New York; fourth, Oct. 3, Willy and Eugene Howard from New York; fifth, Oct. 4, Ruth Etting from Los Angeles; sixth, Oct. 5, one-hour show with all foregoing talent. The first five periods are quarter hours including Jacques Renard's orchestra from New York and Raymond Paige's orchestra from Los Angeles, with David Ross as announcer. Roche, Williams & Cunnyngham, Chicago, handles the account.

WELCH GRAPE JUICE Co., Westfield, N. Y., is contemplating a network program to start in October; account is handled by H. W. Kastor & Sons, Chicago.


CONTROL YOUR BUYING
OF SPOT TIME AS CARE-
FULLY AS YOU CONTROL
THE PRODUCTION OF
YOUR RADIO PROGRAM!

CONTROL IT!

Precision equipment and expert engineers control your program—in the studio. What control are you using—in your choice of stations, in your buying of time, in the measurement of your audience?

Market control of your program is the opposite of studio control. It's on the *other* side of the microphone . . . where sales are made! But there is no *market* control without facts. Without audited reports. Without an exact picture of where your program goes . . . who listens to it. These are the facts that give you complete control of the radio program. IF your stations *have* the facts. IF they can weigh each radio market for you; its exact size and station preferences; its wealth and willingness to spend.

RADIO SALES, INC.

offers the facts; delivers complete *market* control in major radio centers. Audited "plumb-line" measurements. And a complete program-to-market service for "spot" advertisers using the dominant Columbia Network Stations in the cities listed below.

NEW YORK, WABC • CHICAGO, WBBM • CINCINNATI, WKRC
WASHINGTON, WJSV • CHARLOTTE, WBT • ST. LOUIS, KMOX
ATLANTIC CITY, WPG • MINNEAPOLIS-ST. PAUL, WCCO
LOS ANGELES, KHJ • SAN DIEGO, KGB • SAN FRANCISCO, KFRC

- **New York: 485 Madison Avenue. (WIckersham 2-2000)**
- **Chicago: 410 North Michigan Avenue. (Whitehall 6000)**

Financiers Urged To Humanize Ads

BANKERS should strive to explain in simple language the relations between their institutions and their customers and depositors, M. H. Aylesworth, president of NBC, stated in an address Sept. 14 before the Financial Advertisers Association, New York.

"The obvious means to accomplish this end," he said, "is through advertising. But bankers need to humanize their copy. Financial statements are mere figures to most people. If the public is to understand the machinery of banking and the problems of the banker, financial advertising must tell the story in understandable language.

"Bankers and financiers should use newspapers and radio regularly to interpret their business, so that the people can understand it clearly, and so that popular misconceptions can be corrected. Many is the average citizen who feels that the banker himself doesn't understand his business. The painful results of such a feeling need not be detailed.

"A start has been made in some instances toward the type of institutional financial advertising aimed at clearing up misunderstandings. A unified effort by the financial community toward this end would do much toward achieving the unity between the citizen and the banker necessary to our national economic recovery."

WGN Keys Four

WITH THE inauguration of the Columbia network show for the Battle Creek Food Co., Battle Creek, Mich., on Oct. 9, WGN, Chicago, will be originating network productions for four different sponsors each week. "Painted Dreams", which has been sponsored by the Battle Creek company for several months, will be heard over an extended CBS network four days a week at 1:45 p.m., for 26 weeks. The show will continue to be broadcast locally five days a week at 10:45 a.m. WGN is now feeding three shows daily to the NBC network, including Clara, Lu and Em for Palmolive's Super Suds; "Orphan Annie" for the Wander Company (Ovaltine); and the "Singing Lady" for the Kellogg Company. The agency for the Battle Creek Food Co., is Erwin, Wasey, Chicago.

Baking Account

GENERAL BAKING Co., New York (Bond bread) on Sept. 25 began a 13-week program over WRVA, Richmond, and WFBR, Baltimore, connected by a special circuit, daily except Saturday and Sunday, 6-6:15 p.m., EST. Titled "Mrs. Sandman's Radio Playhouse", a children's feature, the program was placed through Shepperson, Birnie & Stephens, Richmond agency. The same program was sponsored by General Baking Co. on WRVA from Jan. 1 to July 1 of this year.

IRVING REIS, CBS studio control engineer in New York, is the author of an original radio play, "St. Louis Blues", which was presented on the CBS network in the Theater of Today series Sept. 18.

Drops News Appeal

KSOO, Sioux Falls, S. D., has entered into a stipulation for dismissal of its appeal from the preliminary injunction granted by Judge Elliott in federal district court there restraining its unauthorized use of Associated Press dispatches, according to an A.P. report Sept. 23. The station agreed to drop the appeal, thus leaving final adjudication to Judge Elliott's court.

Novel Department Store Broadcasts On WNAC

FOR THE first time in Boston, a series of broadcasts originating at the display counters of a downtown department store and consisting largely of interviews with buyers, salespeople, and customers is being carried by WNAC. The sponsor is the R. H. White Co., and program, handled by Chambers & Wiswell, Boston, is called the "Roving Shopper".

The 15-minute broadcasts are at 9:45 five mornings a week and are conducted by a woman announcer who familiarizes herself with the merchandise to be discussed during the broadcast. One special is advertised each day. The feature is drawing a growing crowd of on-lookers, many of whom are queried as to their opinion of the merchandise. Various angles are used with varying types of merchandise, such as a style show for women's coats, dramatization of a golf match for golf equipment, and a card game for a set of bridge table and chairs.

Fred Smith To Direct "March of Time" Again

FRED SMITH, original dramatist of the "March of Time", who has been living in Europe for the last 18 months, has returned to work on the new Remington-Rand "March of Time" series with Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn account executive, and Ann Barley, of the TIME editorial staff. The series starts under the new sponsorship Friday, Oct. 13, 8:30-9 p.m., having been postponed from Oct. 6. Mr. Smith, generally credited with conceiving the dramatizing of news for broadcasting, is a former radio station manager who joined TIME to handle its radio activities.

NOBLE EXPERIMENT
WCKY Cuts Talks One Third In Studio Programs

ABOUT one-third of the "talk" broadcast over WCKY, Cincinnati, is being eliminated by order of L. B. Wilson president and general manager, in the belief that there is too much talk on the air and that it "wears out" the listener.

After consultations with his production and continuity executives, Mr. Wilson ordered a minimum of spoken words on all local studio programs. Thus, instead of programs starting off with talk and continuing with spoken continuity between musical numbers, then ending with another announcement, WCKY's presentations for the most part will open and continue with instrumental and vocal numbers. At the close, the announcement relates who the artists are as briefly as possible.

Mr. Wilson believes this "noble experiment" will please listeners and benefit advertisers. When a commercial announcement goes on, in his opinion, it will have far more weight and receive more attention. Commercial announcements also are being limited to 75 or 100 words. The rule does not apply to dialogue programs, news reports or reviews, although these are being produced with the idea of making "every word count."

Troubadours Return

RETURN of the "Ipana Troubadours", pioneer network program which has been absent from the wave lengths for nearly three years, is scheduled Oct. 4 by the Bristol-Myers Co., New York (Ipana toothpaste), a leading user of spot and network time. Forty-six NBC-WEAF and supplementary stations from coast to coast will carry the program, Wednesdays, 9-9:30 p.m. Pedlar & Ryan, New York, handles account.

A REPORT that WBRC, Birmingham, operated by the Birmingham Broadcasting Co., has been placed in receivership is being investigated by the Radio Commission, since the law requires all licenses to be "financially responsible". The report said a receiver was appointed on petition of K. G. Marshall, vice president, who alleged mismanagement of the station.

"MRS. ROOSEVELT PRESENTS"—Her long time friend, John Martin, right, newly appointed NBC director of juvenile programs, was recently introduced to the radio audience by the First Lady of the Land, speaking from the Washington NBC studios. Mrs. Roosevelt was introduced by M. H. Aylesworth, NBC president, left.

Billion Dollar Increase Seen In Farm Revenue

GROSS FARM income will approximate $6,360,000,000 this year compared with $5,143,000,000 in 1932, assuming a continued improved demand for farm products the remainder of this year, according to a preliminary estimate released by the Bureau of Agricultural Economics, U. S. Department of Agriculture. The estimate is made up of $6,100,000,000 from the sale of farm products, plus at least $260,000,000 in rentals and benefit payments by the Agricultural Adjustment Administration.

The trend in farm prices in the next few months will be an important factor in determining the gross income of farmers for 1933, since farmers' marketings are usually largest during that period of the year, the bureau explains. Should industrial activity improve during the remainder of this year, a further increase in consumer and industrial demand for farm products is expected. The bureau has assumed there will be some further improvement in business activity during the next few months, it is pointed out, but at a somewhat more moderate rate than the improvement from March through July.

Test Is Recommended Of Directional Antenna

APPROVAL of the application of WPRO, Providence, for special experimental authorization to shift from 1210 kc. with 100 watts to 630 kc. with 250 watts, unlimited time, through use of a new directional antenna system designed to curtail signal strength in certain directions, was recommended to the Radio Commission Sept. 15 by Examiner Hill.

Although the frequency is a Canadian-shared channel and while the Commission's mileage separation tables ordinarily would preclude the proposed operation because of expected interference, Examiner Hill held that actual trial of the proposed directional antenna, particularly the system invented by J. C. McNary, NAB engineer, is warranted from the practical standpoint. If successful, the experiment will "constitute a valuable contribution to the radio art", he stated.

Third Account Signed, Southern Net Adds WSB

SIGNING of a third account is announced by the recently formed regional Center of Population Network. Keyed from WHAS, Louisville, to WCKY, Covington, and WSM, Nashville, the three units of the network, and also to WSB, Atlanta, added for this account, the program started Sept. 20, featuring a colored boys' jug band quintet. Sponsor is Ballard & Ballard Milling Co., Louisville (Obelisk flour) which has 24 branches in southern cities. Program is scheduled for Wednesdays, 8:45-9 p.m., EST. Other accounts signed by the network are "Smiling Ed" McConnell for Early & Daniel Co., Cincinnati (Tuxedo feeds), which started Sept. 19, and Crazy Water Crystals, which starts a six times weekly program with "Happy Jack" Turner starting Oct. 2.

MAKE SURE OF BULLS-EYES

...Get closer to the target!

Include
W K B F
in your Barrage
if you would sell
Indianapolis

Indianapolis
The Nation's
13th Retail
Market . . .

●

D. E. (Plug) Kendrick
General Manager
Station WKBF

The Only **N.B.C.** *Outlet in* **INDIANA**

WKBF *and* **INDIANAPOLIS** *are available*
on either **"RED"** *or* **"BLUE"** *networks*

Three Change Calls

THREE authorizations to change call letters were given by the Radio Commission in the last fortnight. WMIL, Brooklyn, N. Y., has been changed to WCNW. WMED, Florence, Ala., has been changed to WNRA. KIGY, Lowell, Ariz., has been changed to KSUN.

"RAISING JUNIOR"

THIRTY-NINE episodes of this famous serial are now available in script form for stations outside the WOR area.

Write

PETER DIXON
Hotel St. Moritz
New York City

NETWORK ACCOUNTS

BRISTOL-MYERS Co., New York (Ipana toothpaste) on Oct. 4 starts the "Ipana Troubadours", with 24-piece orchestra directed by Frank Black and with Fred Hufsmith, tenor, on 46 NBC-WEAF stations, Wednesdays, 9-9:30 p.m., EST. Agency: Pedlar & Ryan, N. Y.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm and Campana's Skin Invigorator) on Oct. 1 starts "Grand Hotel", dramatic sketches, on 27 NBC-WJZ stations, Sundays, 5:30-6 p.m., EST. Agency: Aubrey, Moore & Wallace, Chicago.

BATTLE CREEK FOOD Co., Battle Creek, Mich. (health foods) on Oct. 10 starts "Painted Dreams", dramatic sketches, on 6 CBS stations, Tuesdays, Wednesdays, Thursdays and Fridays, 1:45-2 p.m., EST. Agency: Erwin, Wasey & Co., Chicago.

CHEVROLET MOTOR Co., Detroit, on Oct. 1 starts Jack Benny, Mary Livingstone and Frank Black's orchestra on 52 NBC-WEAF stations, Sundays, 10-10:30 p.m., EST. Agency: Campbell-Ewald Co., Detroit.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Oct. 7 starts Jack Pearl as the "Baron Munchausen" with Cliff Hall as "Sharlie" on 51 NBC-WEAF stations, Saturdays, 9-9:30 p.m., EST. Agency: Lord & Thomas, N. Y.

THE CENTAUR Co., New York (Fletcher's Castoria) on Oct. 4 starts Albert Spalding, violinist, on 36 CBS stations plus Don Lee Network, Wednesdays, 8:30-9 p.m., EST. Agency: Young & Rubicam, N. Y. (Note: Same sponsor for same product, as previously reported, on Oct. 8 starts "Pages of Romance" on basic NBC-WJZ and supplemental stations, Sundays, 5:30-6 p.m., EST.)

PHILLIP MORRIS Co., New York (cigarettes) on Sept. 27 started Leo Reisman's orchestra with Conrad Thibault, baritone, on 18 NBC-WEAF stations, Wednesdays, 9:30-10 p.m., EST. Agency: The Biow Co., N. Y.

GENERAL MILLS, Minneapolis, on Sept. 25 started its "News Flashes" period, first to be supplied by the newly created Columbia News Service, on 23 CBS stations, daily except Sundays, 12:30-12:35 p.m. and 4:30-4:35 p.m., EST. Agency: The McCord Co., Minneapolis.

WHEATENA Corp., Rahway, N. J. (cereal) on Sept. 25 started "Wheatenaville Sketches", with Raymond Knight and Alice Davenport, on 12 NBC-WEAF stations, Mondays to Fridays inclusive, 7:15-7:30 p.m., EST. Same sponsor presents same program on basic NBC-KGO network, starting Sept. 25, daily except Sundays and Thursdays, 5:30-5:45 p.m., PST. Agency: McKee & Albright, Philadelphia.

WHEATENA Corp., Rahway, N. J. (cereal) on Sept. 14 started "Ye Happy Time Minstrels" over a special CBS hookup of WABC, New York, and WCAU, Philadelphia, keyed from WCAU, Mondays, Tuesdays, Wednesdays and Thursdays, 4:45-5 p.m., EST, and Sundays, 6:45-7 p.m., EST, 14 weeks. Agency: McKee & Albright, Philadelphia.

WYETH CHEMICAL Co., New York (Hill's Cascara) on Sept. 24 started "Songs My Mother Taught Me" on 15 CBS stations, Sundays, 6-6:30 p.m., EST. Agency: Blackett-Sample-Hummert, N. Y. (Same sponsor has postponed to Oct. 10 starting of its "Easy Aces" program on CBS, Tuesdays, Wednesdays, Thursdays and Fridays, 1:30-1:45 p.m., EST.))

REMINGTON-RAND, Inc., Buffalo, N. Y. (typewriters) on Oct. 2 starts "Cowboy Tom", script act, on 15 CBS stations, Mondays, Wednesdays and Fridays, 5:45-6 p.m., EST. Agency: Batten, Barton, Durstine & Osborn, N. Y. (Note: Same sponsor on Oct. 13 starts "March of Time" on CBS network.)

R. B. DAVIS Co., Hoboken, N. J. (baking powder) on Oct. 4 starts "The Mystery Chef" on 15 NBC-WEAF stations, Wednesdays and Fridays, 10-10:15 p.m., EST. Agency: Ruthrauff & Ryan, N. Y.

SWIFT & Co., Chicago (packers) on Oct. 6 starts "Swift Program" with Olsen and Johnson, on 40 CBS stations, Fridays, 10-10:30 p.m., EST, 52 weeks. Agency: J. Walter Thompson Co., Chicago.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal) on Oct. 3 starts "Little Italy", dramatic show, on 11 CBS stations, Tuesdays and Thursdays, 6:45-7 p.m., EST. Agency: Ruthrauff & Ryan, N. Y.

GOLD DUST Corp., New York (Silver Dust) on Sept. 21 renewed "Goldy and Dusty and the Silver Dust Twins" on 11 CBS stations (excluding WABC), Mondays to Fridays inclusive, 9:15-9:30 a.m., EST. Agency: Batten, Barton, Durstine & Osborn, N. Y.

CORN PRODUCTS REFINING Co., New York (Linit) on Oct. 9 renews musical program, talent still undecided, on 7 CBS stations, Mondays, Wednesdays and Fridays, 10:45-11 a.m., EST. Agency: E. W. Hellwig Co., N. Y.

Advertising That Pays Is Not Expensive

- Spot the Area
- Spot the Time
- Spot the Listeners

WLAC

in the Heart of the Tennessee Valley

Will Carry Your Message to

- A Receptive Market of
- Consistent Listeners with
- Unusual Coverage

Western Electric Broadcast Reproducing System

TRANSCRIPTION EQUIPMENT
33 1-3 and 78 R.P.M.

Rates and Merchandising Information on Request to

WLAC
5,000 Watts

J. T. Ward, Vice President and Executive in Charge

Ernest B. Foote, Special Representative, New York City

Owned and Operated by
LIFE AND CASUALTY INSURANCE CO.
NASHVILLE, TENNESSEE

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts

ADVERTISERS CHOICE
for thorough coverage of Central Pennsylvania.

Equipped with 33 1/3 and 78 r.p.m. transcription turntables.

"Voice of the Alleghenies"

We've BEEN SAYING IT RIGHT ALONG . . .

The proposed broadcasting code is right up our alley

It says:

". . . and no discounts, rebates, refunds or commissions allowed, otherwise than in exact accordance with such rate card . . ."

We've been saying:

"It's mighty shrewd to buy WSM, Nashville, but you don't have to be shrewd to do it. We have just one rate card, and it goes as it reads for everybody."

It says:

"No broadcaster or network shall claim for his service a character, scope or quality which cannot be substantiated by specific evidence . . ."

We've been saying:

"Ask any one of the dozen sponsors who get cash response to their shows. They'll tell you how the mail pours in, bringing enthusiastic comments from listeners and orders from their dealers."

Yes sir! The proposed broadcasting code and WSM, Nashville, turn out to be old friends.

EDWARD PETRY AND COMPANY
Exclusive National Representatives
NEW YORK CHICAGO ATLANTA
DETROIT SAN FRANCISCO

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

Cleared Channel **Unlimited Time**

WSM

NBC Affiliate **50,000 WATTS** **650 Kilocycles**

WHBF

The ONLY

Commercial

Transmitter

"Laying Down"

A Primary Signal

in the

QUAD CITIES

(A MAJOR MARKET)

The cities of Davenport in Iowa and Rock Island, Moline and East Moline in Illinois receive their only consistently good radio reception from WHBF. Proof of this statement is contained in Certified Coverage Report made by Jansky & Bailey. A copy of this report will be sent to interested spot broadcasters upon request.

WHBF, Rock Island, Ill.

"THE VOICE OF THE QUAD CITIES"

CALIFORNIA PACKING Corp., San Francisco (food products) on Sept. 28 started "Del Monte Happy Time", with Hugh Barrett Dobbs and guest artists, on basic NBC-KGO network, plus KDYL and KOA, Thursdays, 8-8:30 a.m., PST. Agency: McCann-Erickson, San Francisco. (Note: This program is in addition to same sponsor's Monday night half hour "Del Monte Ship of Joy" with same cast on 31 NBC-WEAF stations from San Francisco.)

CEREAL PRODUCTS REFINING Corp., San Francisco (Acme beer) on Oct. 8 starts "Stars of the West", with Meredith Wilson's orchestra, Mary Wood and Orving Kennedy, soloists, and Doric Quartet, on basic NBC-KGO network, plus KFSD and KTAR, Mondays, 8:30-9 p.m., PST; starting Dec. 6 program will also be heard Wednesdays, 9-9:30 p.m., PST. Agency: Emil Brisacher & Staff, San Francisco.

DURKEE FAMOUS FOODS, Inc., Berkeley, Cal. (mayonnaise) on Oct. 15 starts "Al Pearce and his Gang" on basic NBC-KGO network, plus KFSD, KTAR, KGIR and KGHL, Fridays, 2:45-3 p.m., PST. Agency: Leon Livingston Advertising Agency, San Francisco.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals) on Sept. 24 replaced its Sunday quarter hour program with Gene Arnold and the Commodores on 26 NBC-WEAF stations, Sundays, 2-2:30 p.m., EST, with 12 southern and Canadian stations to be added Oct. 8. Agency: Cowan & Dengler, N. Y.

SPERRY FLOUR Co., San Francisco, unit of General Mills, Inc., on Sept. 20 started "Herb Dana on Football" on the basic NBC-KGO network, plus KFSD, Wednesdays, 9:15-9:30 p.m., PST. Agency: Westco Advertising Agency, San Francisco.

RADIO CENTER OF THE SOUTHWEST

WFAA • WBAP

DALLAS FT. WORTH

50 KW 800 KC

BETWEEN TWO CITIES

TWO MARKETS...ONE STATION...ONE PRICE

Continuous Time—

WFAA with WBAP, operates continuously, providing listeners with the *only* full time network programs within a radius of 250 miles.

Maximum Power—

The WFAA transmitter at Grapevine, equidistant between Dallas and Fort Worth, is the only super-power (50,000 Watts) station in the populous North Texas Area.

For these reasons and many others, a great majority of legitimate national advertisers select WFAA-WBAP for their radio campaigns in the southwest.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NEW YORK CHICAGO DETROIT

SAN FRANCISCO ATLANTA

GENERAL FOODS Corp., New York (Diamond Salt) on Oct. 5 renews "Cape Diamond Light", dramatic sketches, over special NBC hookup of WJZ, WBZ, WBZA and KDKA, Thursdays, 8-8:30 p.m., EST. Agency: Benton & Bowles, N. Y.

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax) on Oct. 5 renews "Death Valley Days" on 17 NBC-WJZ stations, Thursdays, 9-9:30 p.m., EST. Agency: McCann - Erickson, N. Y.

PIONEER CANNERIES, Seattle (Pioneer clams) on Sept. 28 started talk by Ann Holden, with Bennie Walker as master of ceremonies and orchestra and soloists, in Women's Magazine of the Air period of basic NBC-KGO network, plus KDYL, Thursdays, 10-10:20 a.m., PST. No agency.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer) on Sept. 28 started "Steamboat Harmony", variety programs, on basic NBC-KGO network, Thursdays, 9:30-10 p.m., PST. Agency: Scholtz Advertising Service, Los Angeles.

J. A. FOLGER & Co., San Francisco (coffee) on Sept. 29 renewed "Lee S. Roberts and his Old Memory Box" on basic NBC-KGO network, plus KDYL, Mondays and Fridays, 8-8:15 a.m., PST, and Wednesdays, 9-9:15 p.m., PST. Agency: Botsford, Constantine & Gardner, San Francisco.

NBC CHANGES: Horlick's series with Dr. Herman Bundesen on NBC-WJZ network is now heard Tuesdays and Thursdays, 8:30-8:45 p.m., EST, with Tuesday program repeated at 10:45 p.m., EST, for Pacific Coast; Molle's series with Charlie Leland on NBC-WEAF network on Sept. 25 started its Monday night schedules at 7-7:15 p.m., EST; Sterling Products program, scheduled to start Oct. 4, started Sept. 27 on 17 NBC-WEAF stations, Wednesdays, 8:30-9 p.m., EST; Best Foods program with "Fred Allen and his Salad Bowl Revue" from Sept. 29 is repeated for WDAF, KOA, KDYL, KGO, KPO, KFI, KGW, KOMO, KHQ, KFSD and KTAR, Fridays, 12:15-12:30 a.m., EST, with NBC-WEAF program continuing on Fridays, 9-9:30 p.m., EST; Harold F. Ritchie & Co. "Circus Days" program scheduled to start Oct. 19 on 13 NBC-WJZ stations is now scheduled to start Oct. 20, to be heard Fridays and Saturdays, 7:30-7:45 p.m., EST; Tastyeast's "Baby Rose Marie" series on 8 NBC-WJZ stations on Sept. 17 shifted to Sundays, 12:15-12:30 p.m., EST; Household Finance Corp. "Musical Memories" program on 13 NBC-WJZ stations on Sept. 26 shifted to Tuesdays, 9-9:30 p.m., EST; Gulf Oil "Gulf Headliners" Sunday night program on NBC-WJZ network on Sept. 24 started Fred Stone, Mrs. Stone and three daughters, replacing George M. Cohan.

SYRACUSE

IN 1932 THE

FIFTH

CITY in U. S.

IN RETAIL

SALES

Per Capita

Basic N.B.C. BLUE

WSYR

570 kc 526 m.

CBS CHANGES: Corn Products Refining Co. program, starting Sunday, Oct. 1, 9-10 p.m., EST, is now titled "Seven Star Revue" instead of "Bath Club Revue"; Wyeth Chemical Co. "Easy Aces" program starts Oct. 10 on enlarged network, to be heard Tuesdays, Wednesdays, Thursdays and Fridays, 1:30-1:45 p.m., EST; National Oil Products Co. program with Big Freddy Miller starts Oct. 3, to be heard Tuesdays and Fridays, 11:15-11:30 a.m., EST; Old Gold has engaged Harry Richman and Milton Berle for additional performances on its Wednesday night programs until Oct. 11; Loudon Packing Co. "Stamp Adventurers Club" on Sept. 28 shifted to Thursdays, 5:45-6 p.m., EST, with repeat for 6 stations at 6:45-7 p.m., EST; Union Central Life Insurance Co. "Roses and Drums" serial, starting Sept. 24, is scheduled for Sundays, 7:30-8 p.m., EST.

PROSPECTS

CENTRAL BREWERIES, Inc., E. St. Louis, Ill., will use radio with other media in lower Mississippi Valley states to conduct a contest for a name for its beer. Radio advertising will be under the direct supervision of George E. Bounds, advertising manager. Harrison - Rippey Advertising Co., St. Louis, handles the remainder of account.

H. I. HUFF LABORATORIES, Hollywood, California, distributor for Dr. Freer's Prescription, eczema remedy, will use daytime 15 - minute periods twice weekly on selected stations, to be placed through Radioscript Productions, Los Angeles.

E. GRIFFITH HUGHES, Inc., Rochester, N. Y. (Kruschen Salts) is returning to radio with the Lewis-Waetjen Agency, New York, handling the account.

GRIESDIECK - WESTERN BREWING Co., Belleville, Ill. (Stag beer) will use radio with other media in mid - western states. Campaign is handled by Nelson Chesman & Co., St. Louis.

NEW LONDON PHARMACAL Corp., New London, Conn. (Aspirub liniment) will use radio with newspapers in a campaign to be handled by Topping & Lloyd, New York agency.

CONDON Mfg. Co., Minneapolis, will begin a one-minute announcement campaign for its petroleum jelly Oct. 15 on a large list of stations. The account is handled through Chicago office of Scott Howe Bowen.

HARRINGTON HOTEL, Washington, D. C., is placing radio duebills for rooms with meals through Romer Advertising Service, Washington.

Rockey Sues

HOWARD ROCKEY, novelist, radio writer and former advertising man, has filed suit against the Thompson Feature Service and the A. L. Burt Co., New York publishers, alleging that he was unaware that a novel signed with his name was to be published in book form. Rockey, former public relations director for World Broadcasting System, alleges that the book "Shattered Dreams" is a story written by him in 1926 entitled "Through the Mill", and that the Burt Co. published the work as a new novel on July 5 last.

SOVIET RUSSIA, now building a 500 kw. station, is reported to be planning a 1,200 kw. broadcasting station which would cover all continental Europe.

To our friends in radio broadcasting who are attending the N. A. B. Convention at White Sulphur Springs—GREETINGS!

The exchange of ideas and the friendly contacts which this Convention so bountifully affords will go far toward advancing broadcasting to the position of AMERICA'S MAJOR ADVERTISING MEDIUM!

■

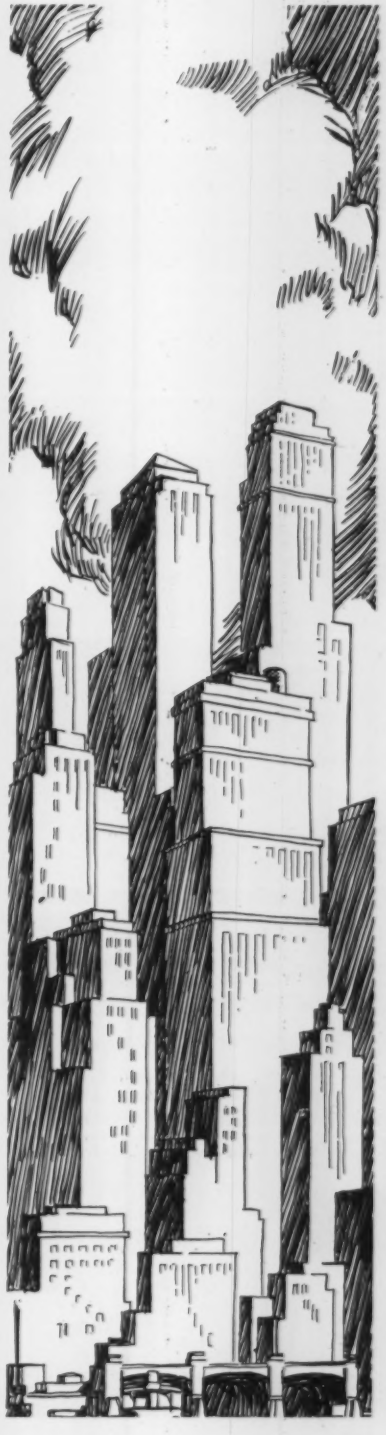
P. S. Should you plan to stop off at New York on your way home from the Convention, we cordially invite you to visit us. We'd like to show you our modernized studios and have you listen in on some of the programs which are proving so popular with the ten million radio listeners in the WOR area.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK, NEW JERSEY

New York Business Office . . . . 1440 Broadway
Chicago Office Wm. G. Rambeau, 360 N. Michigan Avenue
Boston Office . . . . James F. Fay, Statler Building



KOCW to Tulsa

REMOVAL of KOCW, Chickasha, Okla., to Tulsa, was authorized by the Radio Commission Sept. 15 following withdrawal of the protest of KVOO, Tulsa. The station, licensed to the Chickasha College for Women, operates with 250 watts night and 500 watts day on 1400 kc. It is operated as a commercial.

WLTH
THE VOICE OF BROOKLYN

The following is a partial list of advertisers for whom WLTH is doing a real job in sponsored periods in English, Jewish, Polish and Italian . . . . and children's programs.

*The Coward Shoe
*Crawford Clothes
*Dr. J. Lunenfeld
*Daniel Jones, Inc.
*Stuhmer's Bread
*Silver's Baths
Runkel Bros., Inc.
Rem

*Renewed Contracts

1400 Kilocycles—500 Watts
Brooklyn Eagle Building
Brooklyn, N. Y.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

EARNSHAW-YOUNG, Inc., Los Angeles agency, announces the appointment of Walter L. Earnshaw as vice president, to succeed R. R. Morgan, resigned. Mr. Earnshaw formerly was associated with his brother, Harry A. Earnshaw, the president of Earnshaw-Young, Inc., in an advertising agency in Boston. Prior to that, he was with the Curtis Publishing Co.

GRIEG-BLAIR & Co., San Francisco, newly formed station representative organization, announces that on Sept. 1 it was appointed exclusive California representative of KFPY, Spokane, Wash.

HENRY B. GENTRY has been appointed radio director of Brooke, Smith & French, Detroit agency.

ERNEST B. FOOTE, New York, has been appointed special representative of WLAC, Nashville.

RADIO STATION REPRESENTATIVES
Walter Biddick Co.
568 Chamber of Commerce Bldg., Los Angeles
577 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle

EDWARD LONGSTRETH, former radio script writer with N. W. Ayer & Sons, and John L. Wiggin, since 1929 an NBC production director, have joined the enlarged radio department of Pedlar & Ryan, New York agency, Mr. Longstreth as script writing director and Mr. Wiggin in charge of studio production. David F. Crosier continues as executive in charge of schedules, talent and publicity.

WALTER BIDDICK Co., Los Angeles, radio station representative, has opened new offices in Seattle with H. E. (Hal) Pearce as manager. The Biddick concern now acts as Pacific coast representatives for 65 stations, the latest addition being KGMB, Honolulu.

DON C. ROBBINS, formerly with KJBS, San Francisco, has joined the Los Angeles staff of Walter Biddick Co., station representative.

FRED T. WEEKS and William Brewer have formed a new agency in San Francisco. Weeks was former San Francisco manager for the Newell-Emmett Co., and Brewer has been account executive with Erwin, Wasey Co.

GARDNER ADVERTISING Co., New York, announces the appointment of Roland Martini as director of its radio department.

RAY M. THOMPSON, former radio service director of Meek & Wearstler, Inc., Youngstown, O., has started his own business as an advertising counsellor at 2141 Market St., Youngstown.

LARRY NIXON, formerly in radio and aviation publicity, has joined the publicity staff of J. Stirling Getchell, New York agency.

McKESSON & ROBBINS, Inc., Bridgeport, Conn. (McKesson's Milk of Magnesia toothpaste) has appointed Lambert & Feasley, New York, to handle its advertising.

NORWICH PHARMACAL Co., Norwich, Conn., has started marketing a new brushless shaving cream called No-Nix.

BLATZ BREWING Co., Milwaukee, has appointed H. W. Kastor & Sons, Chicago, to handle a test campaign.

SMALL, KLEPPNER & SEIFFER, New York, has been appointed to handle the advertising of Dr. A. Posner Shoes, Inc., New York.

N. W. AYER & SON, Philadelphia, has been appointed to handle the advertising of the W. L. Douglas Shoe Co., Brockton, Mass.

BROOKE, SMITH & FRENCH, Detroit, has been appointed to handle the advertising of the J. Mazer Sons Cigar Co., Detroit, introducing its new 5-cent Cadillac cigar.

EDROS NATURAL PRODUCTS, Inc., New York (Edrolax) has placed its advertising with J. M. Mathes, Inc., New York agency.

NATIONAL CARBON Co., New York (Eveready Prestone, etc.) has appointed J. M. Mathes, Inc., New York, as its agency from Jan. 1, 1934.

780 On the Dial
500 Watts
PROGRAMS THAT PLEASE
are a daily feature over
RADIO STATION
KELW
The Voice of Democracy
100% Member of NRA
3702 Magnolia Blvd.
Burbank, Cal.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING:

Austin Pacific Co., Los Angeles (Automobiles))
Buick-Olds-Pontiac Sales Co., Detroit
Colonial Dames Corp., Los Angeles (cosmetics)
The Conley Co., Inc., Rochester, Minn. (Hemp Bodi-Massager)
Duffy-Mott Co., Inc., New York (Sunset Prune Juice)
Norge Corp., Milwaukee (refrigerators)
Orange Crush Co., Chicago
Primrose House, New York (cosmetics)
Proctor & Gamble Co., Cincinnati (Oxydol)
Swan-Finch Oil Corp., New York (motor oil)

JOHN E. HASTY, formerly with McCann-Erickson, San Francisco, has joined McGregor & Sollie, San Francisco transcription producers, as production man. C. R. Engle, formerly chief announcer of KGW, Portland, Ore., has taken charge of station relations, and C. R. Hampton, formerly with KFRC, San Francisco, has been placed in charge of sales promotion.

CARL DE VIDAL HUNT, radio script writer, Hollywood, has left for London to open a branch office for Radio Transcription Company of America, Chicago, and Freeman Lang transcription studios, Hollywood.

RADIO GUILD of America, Hollywood, will make series called "Covered Wagon Jubilee" with the KMTR hill billies. On account of contract obligations, series will not be distributed in Californa but can go to other states. "Hot From Hollywood", series of 5-minute transcriptions on a six-a-week basis, will be started with script and narrative done by Dr. Ralph L. Power, radio editor of the LOS ANGELES RECORD.

RADIOSCRIPT Productions, Los Angeles agency, has taken radio account for Charm Laboratories, New York, producers of a reducing tea. Initial broadcast series started middle of September over KGFJ, Los Angeles, with week-day morning interview between Harry Vincent, free lance announcer, and Valentine Lyon, mother of cinemaland's Ben Lyon. Contract calls for same series over a San Francisco station on transcriptions within 60 days and a Seattle outlet after an additional 60 days.

EQUIPMENT

C. M. HOBART, in charge of radio sales in the Washington office of Westinghouse, has been appointed manager of radio sales with headquarters in Chicopee Falls, Mass. He has been succeeded in Washington by W. E. Bishop.

BY LENGTHENING its antenna, WBT, Charlotte, N. C., claims it has practically doubled its signal strength in certain outlying sections of North and South Carolina where heretofore listeners noted a weakness in the station. Its "T" type aerial was extended an additional 15 feet each side of the lead-in wire.

NEW STUDIOS are under construction for WSUN, St. Petersburg, Fla., doubling its present floor space on the Recreation Pier. They will be dedicated Nov. 13.

WORC, Worcester, Mass., is installing a new RCA Victor 1 kw. transmitter, modified to 500 watts, which goes into operation Oct. 10 when the station shifts to 1280 kc. It is also installing a three-unit directional antenna, designed by Comdr. T. A. M. Craven, consulting engineer of Washington.

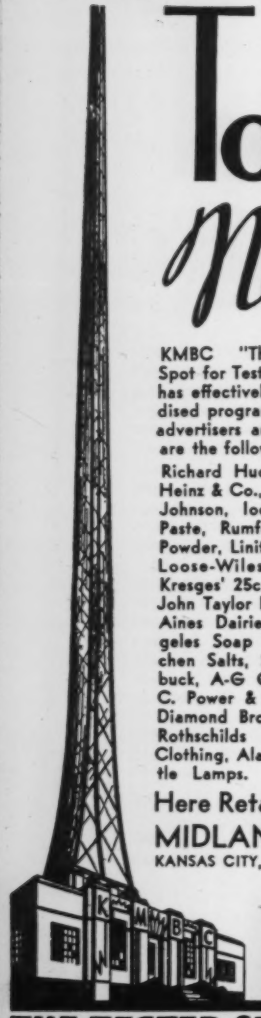
TOWERING TO *New* HEIGHTS
in MERCHANDISING ACTIVITIES

KMBC "The Tested Spot for Test Programs" has effectively merchandised programs of many advertisers among whom are the following:

Richard Hudnut, H. J. Heinz & Co., Johnson & Johnson, Iodent Tooth Paste, Rumford Baking Powder, Linit, Wrigleys, Loose-Wiles Biscuits, Kresges' 25c and $1.00, John Taylor Dry Goods, Aines Dairies, Los Angeles Soap Co., Kruschen Salts, Sears Roebuck, A-G Grocers, K. C. Power & Light Co., Diamond Bros. Jewelry, Rothschilds & Sons Clothing, Aladdin Mantle Lamps.

Unique among broadcasting stations KMBC has pioneered a merchandising service which is acknowledged by advertising authorities to be definite, complete and effective. Here is a Merchandising Department whose function includes not only the sales and distribution problems of the advertiser but the publicizing of the program itself. Newspaper, direct-mail and bill-board advertising form a part of this promotional activity. Designed solely to make broadcast advertising MORE EFFECTIVE, this unit of KMBC acts on facts gained by actual investigation.

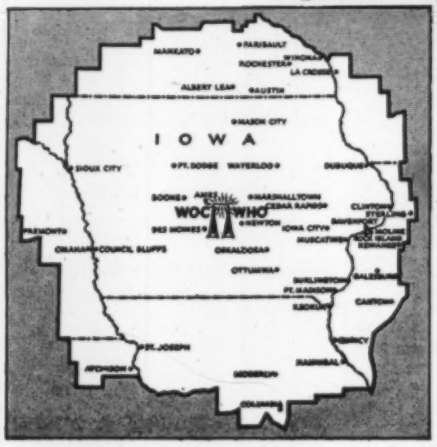
Here Retail Sales are Highest per Capita in U. S. A.
MIDLAND BROADCASTING COMPANY
KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070



KMBC
THE *TESTED* SPOT FOR TEST PROGRAMS

You can rake your back-yard by hand—but

WHERE YOU'VE GOT GROUND TO COVER
YOU NEED POWER



"GROUND TO COVER"—In contrast to many territories, Iowa has never concentrated its consumers in one or two large cities. To sell Iowa, you must reach scores of cities, and hundreds of small towns. The primary day-time service area of WOC-WHO, shown on the map, includes forty-three cities over 10,000. With 50,000 watts, WOC-WHO gives you the coverage necessary to do a good selling job.

WOC-WHO
FULL-TIME, CLEARED-CHANNEL
50,000 WATTS

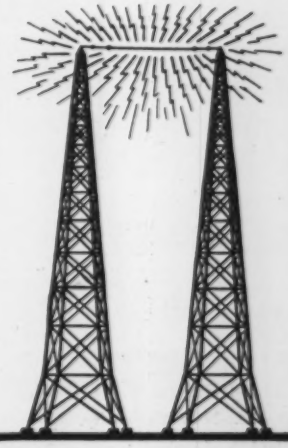
IN IOWA, where radio advertising must move goods in many local markets, it pays to use the ONE "50 KW" that covers them all—WOC-WHO

TO MAKE hay in the business field, use the tools that fit the job.

For the advertiser who knows the lay of the land—and makes his plans accordingly, there's plenty of opportunity to make hay in the Iowa market. Iowa is big in area, as well as in buying power. To cover it, takes power—and the power is yours to command through Station WOC-WHO.

Nowhere else in the Union does the advertiser secure such a tremendous power advantage. The total radio power licensed for commercial broadcasting in Iowa is 54,000 watts for evening hours. Of this 92%—or 50,000 watts—is used by WOC-WHO.

Another vital point—WOC-WHO is the only NBC-WEAF (Red) Network outlet in Iowa—a program advantage that means greater audience. Rates?—Look them over, and you'll say to yourself "What a buy!"



CENTRAL BROADCASTING COMPANY
914 Walnut Street, Des Moines, Iowa • Phone 3-3251
CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373

Iowa has ten commercial radio stations with total evening power of 4,000 watts

AND ONE STATION, WOC-WHO WITH 50,000 WATTS

MAXIMUM RESULTS AT MINIMUM COST!

WSPD

TOLEDO

Effectively serves a trade area of 1,151,322 population.

BASIC STATION
of the
COLUMBIA BROADCASTING SYSTEM

WSPD is 1000 watts—full Western Electric Control—the only radio station in Northwestern Ohio — and enjoys a 75% proven listening audience.

WSPD

THE TOLEDO BROADCASTING CO.

Studios—The Commodore Perry Hotel, Toledo, O.

Representatives.

J. H. McGillvra, 2 West 45th St., New York City.

Paul A. Lamb, Room 1452, 228 North Lasalle St., Chicago, Ill.

STUDIO NOTES

WOKO, Albany, N. Y., came to the rescue when Albany staged an NRA parade on Sept. 13 by providing sound trucks which picked up martial music broadcast from the station. The trucks were distributed through the line of 25,000 marchers as only seven bands could be obtained.

VOCAL instruction is offered every Tuesday morning at 11:15 o'clock over WOR, Newark, by Joseph Regneas, instructor.

ATTENDANCE at the Iowa State Fair was boosted considerably this year as the results of broadcasts from a permanent studio built in Machinery Hall by WOC-WHO, Des Moines. Several popular commercial programs, besides fair features, were broadcast from the studio.

A COURSE in calisthenics is being given daily over WMCA, New York, by Benny Leonard, former lightweight champion.

WOR, Newark, is building additional studios and reinsulating older studio walls with the latest sound dampening materials.

WCAD, Canton, N. Y., operated by St. Lawrence University, will celebrate its tenth anniversary next Jan. 15 with elaborate ceremonies now being arranged by Richard C. Ellsworth, manager.

"SATURDAY Night Shindig" titles an audience program of mountain music on WWNC, Asheville, N. C., conducted by Bob Cochrane as the "Chief Shindiger."

WHB, Kansas City, was recently awarded first and second awards in the radio division of the Ad-of-the Month Contest, sponsored by the Kansas City Advertising Club. In the July contest, WHB won first, second and third.

WNAC, Boston, has completed arrangements with superintendents of schools throughout greater Boston to broadcast "No School" announcements again this year on rainy or stormy days. Special telephone operators will be on duty at the WNAC switchboard after 6:30 on mornings when there is a probability that school sessions will be cancelled. The first announcements are to be made at 7 a.m., with a second and more complete list of schools at eight. Announcements concerning afternoon sessions will be given at 11:55 a.m. Last year about 30 cities and towns in greater Boston availed themselves of this service as a supplement to their own "No School" signals.

JOSE (JOE) RODRIQUEZ, news and publicity head of KFI-KECA, Los Angeles, will teach a one-quarter course in broadcast in the downtown division of the University of Southern California, Los Angeles. It will include lectures on administration, programs, news broadcast, legal aspects and other similar topics.

WBT, Charlotte, N. C., has issued a new rate card. Among its highlights are a substantial reduction in the price of one-minute announcements, a new bracket of rates for mid-afternoon times lower than the standard daytime rate, and inclusion of special frequency rates which give sponsors of three and six times a week broadcasts an added substantial discount.

THE NINTH anniversary of KFRC, San Francisco link of the Don Lee-CBS chain, was observed the last week in September, with a special Blue Monday Jamboree program. Harrison Holliway, manager, is the only one who was with the station when it opened in the Whitcomb Hotel.

JOE GENTILE, of the announcing staff of CKLW, Detroit-Windsor, is conducting an hour midnight variety show on that station which he calls "The Kibitzers' Klub", styling himself "Ye Old Kibitzer."

YOUR KID AUDIENCE

Stir the child and you've made a "star" salesman for your product.

He'll "sell" his parents.
He'll "sell" his neighborhood.
He'll demand your food or other commodity and get it—if you make it sufficiently interesting to him.

GIVE HIM SOMETHING TO INVITE HIS ATTENTION!

He'll work and save labels like nobody's business—especially if your GIVE-AWAY or GIFT is original, novel and cannot be purchased in any store.

A CHILD'S PROGRAM IS THE SUPREME RADIO TEST.

Invest in child psychology. Give him a great program and an original gift—then watch your dividends.

He-boy and she-girl programs that won't send them to bed with nightmares. Programs designed for 8 to 18.

We control scores of exclusive, original devices for children's gifts and give-aways and MERCHANDISING PLANS with which to test your features. Station operators and advertising agencies write or wire.

THORNTON FISHER
Former WEAF and NBC feature. Eleven years on the air.
Office and Studio
104-12 Continental Avenue, Forest Hills, L. I., New York.
SPOT • NETWORK • INDEPENDENT

Pettey Made Democratic Committee Liaison Man On Official Broadcasts

Mr. Pettey

HERBERT L. PETTEY, secretary of the Radio Commission, has been designated by Postmaster General James A. Farley, who is also chairman of the Democratic National Committee, as liaison man for the committee on all matters relating to broadcast speeches under the committee's auspices. Mr. Farley on Sept. 8 wrote letters to that effect to cabinet officials and all ranking government bureau chiefs and to the presidents of the two national networks.

Mr. Farley explained that it has come to attention of the committee that many individuals have been contacting the networks and stations with requests for time, representing themselves as spokesmen for the Democratic National Committee on radio matters. "The only person authorized to represent the Democratic National Committee on matters of this kind," Mr. Farley's letters stated, "is Mr. Herbert L. Pettey, who you will recall as the director of radio during the past campaign."

Persons wishing radio time are asked to clear their requests through Richard F. Roper, executive secretary of the committee, who then takes up the request with Mr. Pettey, the direct radio contact. The plan applies only to radio time requests represented as being endorsed by the Democratic Committee.

NBC to Radio City

(*Continued from page 20*)

fourth in the modern mode, in framire wood. Each studio is carpeted and furnished in a way appropriate to its individual style.

The main reception lobby, sponsors' and guest rooms also are paneled in wood and furnished with fireplaces.

"Special Events" Control

A SPECIAL control room has been installed for use in so-called "special events" programs, where various parts of the broadcast may come from planes, foreign countries, ships, or pack-transmitters carried on the backs of announcers.

The set-up for handling multi-point programs will permit the director to keep in constant touch with as many as ten different points, either by wire or short-wave, and to switch any one of these points to the network desired.

The special control board will enable the director to talk back to any or all of the points, or to "feed" them the program on the network, so that they will be familiar with what already has been broadcast when their turn on the network comes.

An announcer's position is maintained at the director's side, in case it should be necessary to effect a special transition from one portion of the program to another.

CONGRATULATIONS
WGAR

JOHN F. PATT
General Manager

WJR
THE GOODWILL STATION
DETROIT

LEO J. FITZPATRICK
VICE-PRES.& GEN. MGR.

October 2, 1933

Mr. John F. Patt, General Manager,
The WGAR Broadcasting Company,
Statler Hotel,
Cleveland, Ohio.

Dear John:

In going over your records for this year, Mr. Richards and I want to congratulate you on the splendid progress which you have made with WGAR. Everywhere I hear comments concerning the popularity of the "friendly station". This is true both from listeners and clients.

You have placed WGAR in an enviable position in popularity, volume of business and service to clients, in the short space of three years. The increased number of accounts which have shown their preference for WGAR in this Fall's campaign is very gratifying and also a real testimonial to your capable management.

Keep up the good work and remember that goodwill is the greatest asset of any station.

Sincerely yours,

Leo Fitzpatrick

t General Manager

WJR THE GOODWILL STATION

MICHIGAN'S GREATEST ADVERTISING MEDIUM

FISHER BUILDING DETROIT, MICH.

New Wood Tower

A WOODEN radio tower reaching to the record height of 624 feet, is under construction for the government at Koblenz, Germany, according to a report received by the Department of Commerce. American Southern pine is being used, with the members of the wooden tower connected by disks and plates held together with bolts, which is said to result in strengthening the joints from four to eight times.

EDWIN K. COHAN, CBS technical director, spent the latter part of September in Boston working with Dr. McCaleb, of Harvard, supervising installation of radio equipment aboard the *S. S. Pacific Fir*, flagship of the second Byrd Antarctic expedition, and the wiring of the Curtiss-Condor plane to be used by Byrd in flying over the South Pole. These stations will be used to relay voice broadcasts direct to the CBS audience from the scene of the explorations.

No Competition
during daylight hours
KGVO
Missoula, Montana

Problems Facing NAB Convention

(*Continued from page 8*)

give a brief review of the developments in radio since the passage of the Radio Act of 1927. Dr. Jolliffe will discuss developments in the technical aspects of reguation at the night session.

The remainder of the agenda includes customary reports and discussions on NAB activity. Of particular moment will be the report of James W. Baldwin, who served as special NAB representative at the North American Radio Conference which ended in failure in Mexico City last summer. He now is advisor to the NRA on the broadcasting industry code, having completed his NAB tour of duty a few weeks ago. He will offer recommendations for a "permanent solution" of the North American allocation problem.

NAB May Broaden Scope

IN CONNECTION with the status of television, suggestions have been made to the NAB that its membership be opened to the score of television experimenters. Efforts recently were made to form a television association, but the sponsors of this movement believe it would be more advisable to bring the visual radio art under the aegis of NAB since television ultimately appears destined to become a broadcasting service, operated and nurtured by present sound broadcasters.

Amendment of the NAB constitution and by-laws also is slated for action as the culmination of numerous changes in operating procedure. Drafted by three past presidents of the organization—Mr. Hedges, Walter J. Damm, WMTJ, and Harry Shaw, WMT—the recommended alterations have important bearing upon future association activities. Salient changes recommended are:

Elimination of the associate membership category so that all associates would become eligible for active membership.

Revision of the schedule of dues, which, among other things, would reduce the minimum annual fee from $60 to $30 a year—a change suggested by NRA to open the organization to even the smallest stations.

Creation of a new executive committee, consisting of the president, treasurer and managing director to wield such powers as are delegated by the board. (The executive committee, selected from the board, was abolished at the last convention because of the charges of "big station domination.")

Change in Electoral Plan

ABOLITION of proxies at board meetings and the provision that traveling expenses of board members be paid at the rate of five cents per mile.

Change in the system of election, under which the president will appoint a committee of five representatives of the membership to nominate officers and board members. Any ten members of the association may present in writing at the annual meeting the name of any member of the association to be included on the ballot. Election shall be by majority vote, and if no candidate secures a majority on the first ballot, then the two highest candidates shall be voted for on the next ballot.

A system of uniform cost accounting for the industry which apparently will become mandatory under the terms of the NRA code, will be the basis of a discussion led by Mr. Church as chairman of the cost accounting committee designated at the last session. Since such a step entails the introduction of new methods of bookkeeping in all stations, the matter will be open to discussion.

Aside from the copyright discussion by Mr. Baker or, in his absence, by Mr. Hostetler, Oswald F. Schuette, NAB copyright director, will review the NAB's copyright activities during the year and will discuss the aims and purposes of the recently created Radio Program Foundation. The question of Mr. Schuette's continuance in office also arises.

I. D. Levy, chairman of the Special Copyright Finance Committee, will render a report on that unit's status, now in the red.

After the concluding session Oct. 11 the NAB board of directors and its new officers will hold a reorganization meeting. It will consider appointment of the association's regular employes, including the managing director.

Radio Engineers Voting On Institute Officers

BALLOTS for election of the 1934 officers of the Institute of Radio Engineers are now being gathered by mail and will be opened Oct. 24. Candidates for president are C. M. Jansky, Jr., Washington consulting engineer; R. H. Marriott, New York consulting engineer, and A. F. Van Dyck, RCA patent engineer. Candidates for vice president are Balth Van Der Pol, Jr., of Holland, and Hidetsugu Yagi, of Japan. Three directors are to be chosen from the following: Arthur Batcheller, New York, federal radio supervisor; Alfred N. Goldsmith, New York consulting engineer; John V. L. Hogan, New York consulting engineer; H. W. Houck, New York consulting engineer; E. R. Shulte, Western Union Telegraph Co.; J. C. Warner, RCA Radiotron Co.; W. C. White, General Electric Co., and William Wilson, Bell Laboratories.

James W. Baldwin

(*Continued from page 31*)

Baldwin upon recommendations from high administration officers who knew his qualifications as an organizer and executive. With him Baldwin brought over John B. Reynolds, assistant chief clerk of the department, as assistant secretary, which post Mr. Reynolds still holds.

When Baldwin came to the Commission, it had about 80 regular employes. When he left in February, 1933, it had approximately 300 in Washington and in the field. His recommendations for reorganization of the agency, made after exhaustive studies both in Washington and in the field, were adopted in all essential details.

Aside from organization functions, one of Baldwin's biggest radio tasks was the coordination and correlation of the Rules & Regulations governing radio, promulgated in February, 1932. Drafted in the rough by the legal and engineering divisions over a period of several years, these rules and regulations are the codification of general orders previously issued by the Commission.

Mr. Baldwin was responsible for the compilation of another document that today is regarded as the handbook on commercial broadcasting. This was the Commission's report to the Senate Interstate Commerce Committee in reply to the Couzens-Dill resolution ordering an inquiry into the broadcasting structure. Containing more than 200 pages, this document was the result of six months of intensive research and study and embodies a mass of original information about commercial radio.

In 1921 Mr. Baldwin married Caroline Smith, of Richmond, Ind. They have two children, Dorothy Jane, 7 and Carol Ann, 1. His hobbies are water sports—mainly boating and fishing. He is a Mason, a member of the Sigma Nu Phi legal fraternity and a member of the Washington Yacht Club. He attends the Presbyterian Church.

TOWERING TO *New* HEIGHTS in AA★

AA★
"AUDIENCE APPRECIATION" OR STATION POPULARITY

You can reach America's richest market through America's most modern broadcasting station with a program built by a nationally recognized staff, with a program that is actually and effectively merchandised, through KMBC, "First in the Hearts of the Heart of America".

Here Retail Sales are Highest per Capita in U. S. A.

MIDLAND BROADCASTING COMPANY
KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070

KMBC
THE *TESTED* SPOT FOR TEST PROGRAMS

New... a complete line of Graphite Anode Tubes by

Sylvania

(Reg. U. S. Pat. Off.)

Hygrade Sylvania Corporation, through its newly established Electronics Department, is now in production on a complete new line of transmitting tubes which are revolutionary in design. They employ the new graphite anode structure conceived and perfected by the engineering organization of Hygrade Sylvania Corp. It adds the following major advantages:

1. High plate dissipation without overheating. This is a direct result of the high thermal emissivity of graphite.
2. Lower operating temperature at the anode. This results in a lower operating temperature of the other electrodes, thereby preventing secondary and primary emission from the grid.
3. Uniformity of characteristics. The physical properties of graphite permit exact processing. Graphite does not warp under high temperatures and the mechanical dimensions of the anode remain constant. Proper relation between tube elements retained in this manner, preserve the normal electrical characteristics of the tube.
4. Long life. Comparative freedom from gas is another important effect of the graphite anode and the high vacuum obtainable results in longer tube life.

A process developed in the Electronics Laboratory of Hygrade Sylvania Corporation enables us to treat carbon in such a manner that it is reduced to pure graphite with all amorphous carbon and other impurities removed.

Early this year Hygrade Sylvania Corp. established a separate new plant in Clifton, N. J., for the design and production of radio transmitters, transmitting tubes, industrial power tubes, and custom-built electronic devices. With modern research and manufacturing facilities, and unhampered by obsolete dies, processes and routine, Hygrade Sylvania now goes exclusively to this revolutionary new design. Write for the free chart showing characteristics of all Sylvania Transmitting Tubes with Graphite Anodes.

HYGRADE SYLVANIA CORPORATION

Hygrade Lamps **ELECTRONICS DEPARTMENT** *Sylvania Tubes*

CLIFTON, NEW JERSEY

●

FACTORIES

SALEM, MASS. EMPORIUM, PA. ST. MARYS, PA. CLIFTON, N. J.

WAREHOUSE FACILITIES IN

PORTLAND, ORE. CHICAGO, ILL. PHILADELPHIA, PA. LOS ANGELES, CAL. ATLANTA, GA. SALEM, MASS. NEW YORK, N.Y.

WCFL

THE VOICE OF LABOR

Owned and Operated by

THE CHICAGO FEDERATION OF LABOR

An Independent Station

- The official voice of Labor
- Complete—Intensive—Economical coverage of rich Chicago market

A Unique Audience

- Including 1,500,000 members of Organized Labor and their families — constantly increasing
- 110.9% better paid than other groups according to Government Reports

Sure Fire Results

- At low cost
- Ask our Advertisers

FULL TIME 970 Kc.

Cleared Channel

Circulation 100 Miles Around Chicago

Guider on NRA Code

(Continued from page 12)

operates. The problems of the little 100 watt station, serving a small town, where little program material is available, are utterly unlike those of the station in a great metropolitan center. Any code of fair competition which is finally approved must, above all, be just to the several hundred stations now doing a small volume of business, but which have been found by the Federal Radio Commission to be operating in the public interest, and which thus holds a form of charter from the Federal Government, entitling them to continued existence. We are prepared to submit data which will establish that many of these stations could not survive for three months if they had to meet the conditions of operation which even now prevail in the larger cities.

We are particularly concerned about the problems of this type of station. There are some 230 local stations, the maximum night-time power of which is 100 watts. The average number of employes in such stations is something less than 12 persons. Even in the smallest stations, there are at least 10 or 12 different classes of work to be performed. It naturally follows that a single person usually looks after each of these departments. It is seldom that more than two or three persons are employed in any one class of work. Thus, in regulating hours of labor, if such station is to remain in business, it must be remembered that the addition of one transmitter operator may mean a 33 1/3 or a 50 per cent increase in the station's technical staff, or an increase in the total staff of approximately fifteen per cent.

As to Part-Time Outlets

FURTHER, it should be kept in mind that part-time transmitter operators are generally out of the question in most small communities. Stations must employ transmitter operators who have been licensed by the Federal Radio Commission and the part-time wages which would be paid would not allow the importation of experienced personnel.

Although there has been a general drop in advertising revenue throughout the entire industry in 1933, it is to be remembered that local broadcasting business has been particularly poor due to the generally depressed retail trade conditions in the country.

In common with the larger stations, the local broadcaster suffers from a lack of financial reserves. Few stations have operated for a long enough period, or under sufficiently profitable conditions, to build up a surplus. During the past six years the industry has undergone a tremendous expansion which has necessitated considerable outlays for both fixed equipment and personnel. This expense has been made necessary by the highly competitive aspect of the business, by the rapid technical advances which have taken place, and to some extent by the rigid and mandatory technical requirements imposed by the Federal Radio Commission. In a recent instance, one such new technical requirement caused the industry an expense estimated by the Commission to be approximately $987,000. All of this has caused heavy demands upon the working capital of the industry, and in recent months the problem has become especially serious because of the marked decline in revenues. There is always present the possibility that new technical discoveries will require the investment of large sums of money if the industry is to continue to serve the public in the most efficient manner.

Since the borrowing power of stations is greatly curtailed by the fact that they are licensed only from one six-month period to another, and are thus subject to an unescapable economic instability, the sources of working capital open to broadcasters are necessarily limited. Therefore, any too great increase in the financial demands made upon the industry, and especially upon the small broadcasters, will seriously threaten the stability of the industry and the very existence of this latter group of stations.

Reasons for Code Omissions

IT IS THIS extraordinary range of conditions which chiefly explain certain features of and omissions from the proposed code. Frankly we do not feel that the broadcasting industry has as yet reached a stage where it is possible to set down in code form a solution of all its economic problems. We welcome this hearing and the cooperation both of the National Recovery Administration and of such other groups as are here represented as a great forward step toward industrial unity, but again we must ask you all to remember that we have no right to create conditions which, while manifestly fair for some units in the broadcasting industry, would in most cases be in effect a revocation of the licenses granted by the Federal Government.

This applies particularly to the relationship between the broadcasters and what is broadly classed as program talent. Within the broadcasting industry, we have two classes of employes. One class is constituted of the administrative, commercial and technical personnel of the station. Generally, these are regular full-time employes. There is more or less uniformity as to the character and nature of their employment, although there are somewhat wide variations in the compensation they receive, dependent upon the size of the station and the size of the community. In the second class we find those persons who furnish the talent for the radio programs.

Employment of Artists

PROBABLY not 5 per cent of all the persons that appear on radio programs throughout the country, are engaged by the broadcasters on a weekly or monthly basis, and very few of them regard their radio work otherwise than as an incidental to some other form of regular employment. Most of these regular employes are now engaged under the terms of existing agreements, the minimum wage provisions of which are substantially above the minimum set in our proposed code. It is probable that the number of persons employed as regular radio talent, on a full-time basis, will always be relatively small. Further, there seems to be no possible basis on which conditions regulating the employment of this small number of persons can be adjusted equitably to the metropolitan centers and to the small mid-western or southern towns. There is no single determining factor, such as station power or the population of the surrounding area which can be taken

(Continued on page 68)

The New

WBAL

BALTIMORE

With Its New Equipment in Its New Location

NOW

12 miles closer to Baltimore

NEW TYPE VERTICAL ANTENNA

MORE RADIO LISTENERS
within its high grade (10 millivolt) service area
THAN ANY OTHER STATION
in the east south of Philadelphia

Maryland's Only High Power Station

FREDERICK R. HUBER, *Director*

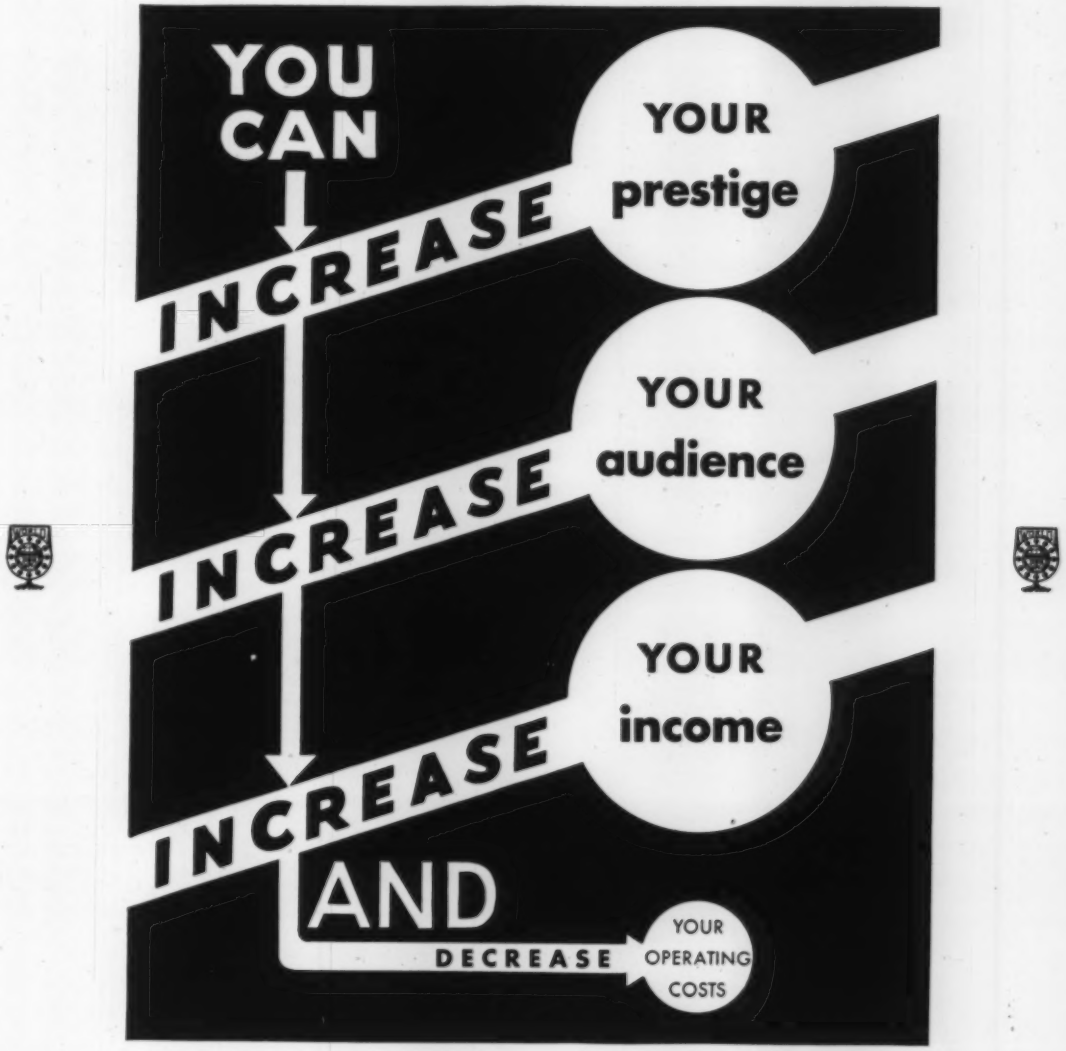
10,000 Watts Associate NBC

The Hawaiian Islands
ARE
Thoroughly American and Import Nearly
$200,000,000
Worth of Merchandise Annually

A LUCRATIVE FIELD TO ADVERTISE IN
and

KGMB
Covers the Field
Honolulu Broadcasting Co.
Honolulu, Hawaii

« « « The New Program Service for Radio Stations Offered by WORLD



Three thousand (3000) numbers. 8 hours a day. Greatest radio talent. Every type of music. Popular up-to-the-minute hits from Broadway and Hollywood. Ideal for local or sectional sponsorship. Programs recorded by Western Electric Vertical Wide Range Recording—just perfected by the Bell Laboratories. The newest thing in radio.

Territories are rapidly being signed up.
This calls for prompt action on your part.

WORLD BROADCASTING SYSTEM, INC.
50 WEST 57th STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Illinois
1040 North Las Palmas Avenue, Hollywood, California

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

VIRGINIA

90% INCREASE IN THE NUMBER OF RADIO SETS

—

WRVA

RICHMOND

"Virginia's Premier Station"

The ONLY Clear Channel Station in Virginia

The ONLY N. B. C. Outlet in Virginia

5000 Watts

UNLIMITED TIME

Serving the bulk of the Radio Audience in Virginia

—

WRVA

EDGEWORTH TOBACCO STATION

Established 1925

Guider on Code

(*Continued from page 66*)

as a guide. For this reason we urge extreme caution in any attempt to formulate regulations which, for the reasons already outlined, might easily result in forcing out of business many stations, now operating in the public interest, as determined by the semi-annual findings of the Federal Radio Commission.

In this connection, we assume there can be no disagreement upon the proposition that so far as concerns our problem here, our first obligation is to the 11,000 persons who are now gainfully employed on a full-time basis in this industry. We should not jeopardize their employment.

It may safely be said that with very few exceptions, there has been no regular employment of child labor in the broadcasting industry. Juvenile talent is frequently used on station programs, but these children are generally brought in for individual programs and they are not a part of the regular station staff. Juvenile talent is generally used in programs for children, and these programs ordinarily take place in the late afternoon.

Code will Boost Staffs

UNLIKE most industries, radio did not reach its peak in employment and payrolls until 1931 and 1932. Although revenues have greatly declined during the past year, stations have been obliged to retain most of their staffs in order to furnish the high quality of service required by the listening public. There has been no widespread unemployment in the industry.

Compliance with the proposed code, plus voluntary plans for increased network employment, will increase by 765 the number of persons regularly employed in the industry. Incidentally, this will exceed by 354 persons, or approximately 3.2 per cent, the total for any previous period in the history of the industry.

It is estimated that total payrolls under the proposed code will be more than double those of 1929, the peak year in most industries, and will equal 93.2 per cent of the payrolls in 1931, a peak year for the radio broadcasting industry, notwithstanding the salary cuts in the higher brackets. The immediate effect of the code will be to increase existing payrolls at the estimated rate of $1,328,000 per year.

The code as drafted for presentation appears to speak for itself and to require no special elucidation beyond the general comments already made. The National Association of Broadcasters and its members pledge their best efforts to cooperate with the Federal Government in the great work which it has undertaken through the National Industrial Recovery Act.

Fleischmann Adds

STANDARD BRANDS, Inc., New York (Fleischmann's Yeast) on Oct. 8 will replace its "Great Moments in History" sketches with a new program, titled "Bakers Broadcast" and featuring Joe Penner, Broadway comedian, with Ozzie Nelson's orchestra, over a nation-wide NBC-WJZ network, Sundays, 7:30-8 p.m., EST. This is in addition to the Rudy Vallee's variety hour for Fleischmann on the NBC-WEAF network Thursday nights.

Chevrolet Returns

CHEVROLET MOTOR Co., Detroit, on Oct. 1 starts a new radio drive, again using Jack Benny, Mary Livingstone and Frank Black directing an orchestra, on a nation-wide network of 52 NBC-WEAF and supplementary stations, Sundays, 10-10:30 p.m., EST. Campbell-Ewald Co., Detroit, handles account.

New Business Guides

(*Continued from page 17*)

includes electrical equipment such as wash machines, cleaners and similar articles as well as articles of furniture. Soaps and kitchen supplies are comprised almost entirely of soaps and cleaners. Insurance and financial advertising includes that of banks, loan companies and similar organizations as well as of insurance companies. Retail establishments include only those retail concerns, such as department stores and general stores not concentrating upon any one class of product. All other retail shops have been grouped under the class of commodity which they handle principally. Tobacco products include all smoking materials.

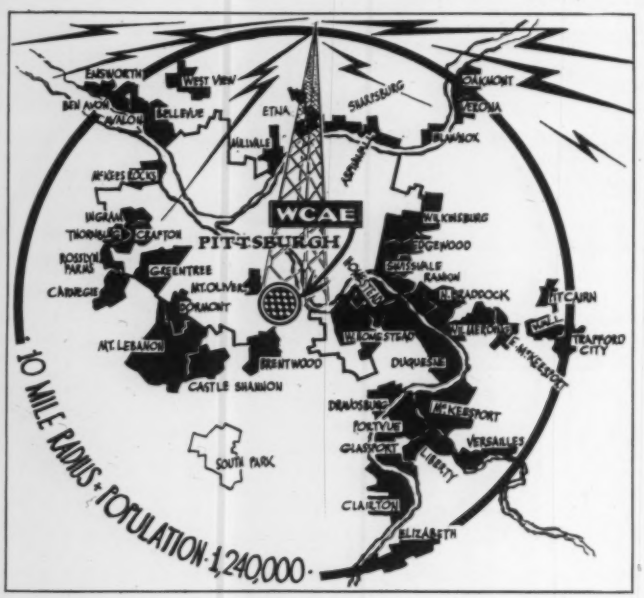
Concentration of Accounts

"THE ACCESSORY business of national spot accounts is composed primarily of gasoline and oil advertising, while that of local accounts centers on garages, service and repair shops. Local clothing and apparel business is comprised of clothing stores, fur shops to a considerable degree, women's dress shops, lingerie shops and similar establishments. National spot drug advertising is almost entirely proprietary medicines or health drinks, while local business is concentrated principally in sponsorship of announcements or participations by drugs stores. Local foodstuffs advertising is mainly that of grocery distributors, meat markets and similar retailers. National spot beverage advertising is mainly with regard to coffee and soft drinks, local advertising with respect to beer. Chewing gum is the principal item in national spot confectionery business. Furniture stores are the principal local advertisers in the local household equipment field. Soaps are the leading advertisers in both the national spot and local fields with regard to their classification of product. Savings banks and loan companies loom most important in local financial advertising, and insurance and credit companies in the national spot field.

"One item of particular interest has been the *concentration of accounts* in certain fields found on many local stations. It is surprising the number of stations which do not seem to be culling thoroughly the potential market for radio broadcast advertising in their localities. One station, for instance, may have a large number of beauty parlor accounts, and another be particularly successful with grocers. The former may have overlooked the grocery market and the latter the beauty parlor market. This general trend with regard to all types of advertisers, was one of the most noticeable features of the reports received from stations. It points to the conclusion that it would be profitable for many stations to review their business in an effort to determine whether they were actually advertising their potential market for radio broadcast advertising."

THE FOURTH annual International Radio Party of southeastern stations will be held in St. Petersburg, Fla., Nov. 13-15, with WSUN as host.

New Transmitter Site Explains Primary Area



WCAE, Incorporated

1220 Kc. PITTSBURGH, PA. 1000 Watts

WPTF

Raleigh, N. C.

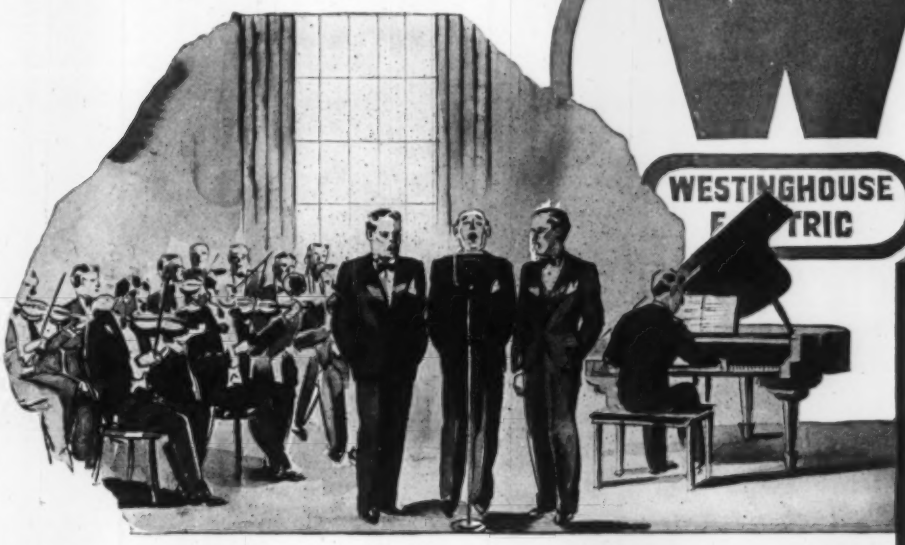
■

Only NBC Outlet in Central and Eastern North Carolina

Others have used this station successfully, Why Not You?

H. K. Carpenter, Mgr.

Behind the scenes



WESTINGHOUSE RECTIFIERS
Improve Station Performance

SINCE the birth of broadcasting back in 1920, Westinghouse has supplied radio stations—large and small—with equipment that has permitted constant improvements in station performance.

Now—Westinghouse offers you a tried and proved line of high-voltage mercury-vapor rectifiers for every application.

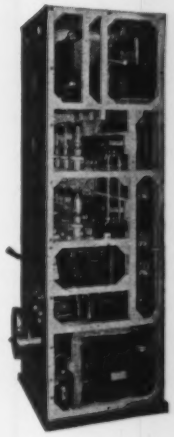
Westinghouse rectifiers are available in ratings as high as 400 kw., 20,000 volts and as low as 1,000 watts, 1,000 volts.

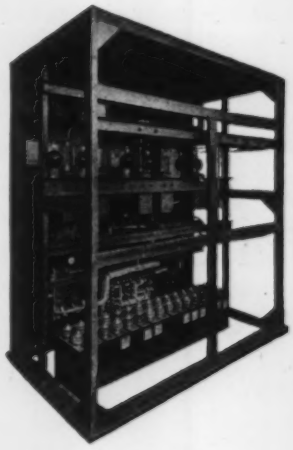
All units contain new, high-efficiency mercury-vapor tubes; low-regulation transformers; new oil dielectric filter condensers; and improved control circuits that result in increased operating efficiency and dependability.

In addition, the smaller sizes, built in self-contained units, are equipped with main plate, auxiliary plate and bias rectifiers, filters, and control apparatus complete . . . ready to connect to power line and transmitter.

Westinghouse engineers will be glad to discuss with you the proper apparatus for your specific requirements. Simply mail the coupon.

Rectifier unit with protective screen removed to show internal construction. It provides three sources of direct current—3000 volts at 1.5 amperes; 1500 volts at .6 amperes; and 500-volt bias current. It has a 5-tap power control. The percentage of ripple is less than ¼ of 1 per cent.





A Westinghouse 72-kw. Rectifier (4 amperes at 18,000 volts), with side and rear screens removed. Percentage of ripple is less than ¼ of 1 per cent.

Westinghouse

Quality workmanship
guarantees every Westinghouse product

CLIP HERE AND MAIL TO

Radio Division
Westinghouse Electric & Manufacturing Company
Chicopee Falls, Mass.
Gentlemen: We want to discuss Westinghouse high-voltage rectifiers with you.

Name.....
Station.....
Address..... T 79685-A
Current Requirements.....*Voltage*..... B 10-1-33

If you were FACE to FACE with your prospect

YOU OWN a radio station. You want to stay on the air—at a profit. If you were brought face to face with a prospective sponsor, would you know any reason why he should use your station? Of course you would! You'd have facts, figures, enthusiasm.

But your prospective sponsor may be in Boston or San Francisco. He may be in Chicago and interested in forty other cities. You can't be everywhere at one time.

SOMEONE must tell your story. With a punch. With eager, intelligent earnestness.

Someone must know all about your station, its merchandising and publicity cooperation, its record of past and present successes. Someone must know this—and also everything about your competitors in order that your station's advantages may swing the balance and bring the business to you.

Our nationwide organization has been in radio since the days of ear phones. It has accumulated the most accurate and up-to-date data on coverage, popularity, and efficiency

of radio stations existing under one roof today. Its sales force has the entree to advertising agent and to sponsor—and the goodwill of both.

STATION TIME ALONE

never sold any merchandise

It's what the sponsor *does* with the time he buys that sells his goods. Our men are more than salesmen. They are skilled, experienced advertising men who create ideas, plans, programs to make your time saleable to advertisers and agencies. Some large agencies don't need our creative help but fifty-five percent of our total billing is originated entirely by our organization. We would have secured for stations only one-half our present billing if we had confined our efforts solely to soliciting all ready created business.

The organization of SCOTT HOWE BOWEN has placed and is currently placing more national successes, representing larger expenditures, on more stations over a longer period of time than any other organization selling spot radio in the United States.

We are ready and willing to work exclusively for leading radio stations, who desire and can appreciate complete representation.

SCOTT HOWE BOWEN, Inc.

CHRYSLER BUILDING

NEW YORK

ACTIONS OF THE
FEDERAL RADIO COMMISSION

SEPTEMBER 15 TO SEPTEMBER 30 INCLUSIVE

Applications . . .

SEPTEMBER 15

WKBN, Youngstown, O.—Modification of license to increase power from 500 w. to 1 kw.

WWVA, Wheeling, W. Va.—CP to move auxiliary transmitter to present location of main transmitter.

NEW, Lubbock, Texas, Earl Marvin Nail for CP to use 1310 kc., 100 w., share KFYO (facilities KFYO, Lubbock, Tex.

WNAX, Yankton, S. D.—Modification of CP to make changes in equipment.

NEW, Davenport, Iowa, Central Broadcasting Co. for CP to use 1310 kc., 100 w., unlimited hours (facilities WIAS, Ottumwa, Ia.), amended to request change of hours to unlimited day, specified hours night.

SEPTEMBER 20

WPFB, Hattiesburg, Miss.—CP to move transmitter and studio to Tuscaloosa, Ala., amended re proposed transmitter location, 1½ miles west southwest of Tuscaloosa, Ala.

WSMB, New Orleans—CP to move transmitter from New Orleans to U. S. Naval Station, Algiers, La.

NEW, Shreveport, La.—Ark-La-Tex Radio Corp., for CP for station in Shreveport, La., to use 1210 kc., 100 w., unlimited time (facilities KWEA, Shreveport).

NEW, Tuscaloosa, Ala.—Ark-La-Tex Radio Corp., for CP for station in Tuscaloosa, Ala., to use 1310 kc., 100 w., unlimited time (facilities WAML, Laurel, Miss.).

WHB, Kansas City, Mo.—Extension of special experimental authorization to use 1120 kc., 500 w. from 12 midnight to 6 a.m. from 9-28-33 to 2-1-34.

NEW, San Francisco, Cal.—G. M. Duntley, for CP to use 930 kc., 500 w., share with KROW, Oakland, Cal. (facilities KFWI, San Francisco); resubmitted with corrections.

NEW, Norco, Cal.—Fred W. Christian Jr. and Raleigh W. Whiston, for CP for station at Lake Norconian Club, Norco, Cal., to use 1280 kc., 500 w., unlimited time.

Applications returned: WEBR, Buffalo, N. Y.—CP for authority to change frequency and increase power from 1310 kc., 100 w. night, 250 w. to LS to 630 kc., 500 w. and make changes in equipment; WBHS, Huntsville, Ala.—CP to move station to Durham, N. C., change frequency from 1200 to 1500 kc.; WKFI, Greenville, Miss.—CP to move station to Greenwood, Miss.; NEW, J. H. Squires & A. E. Cullum, Jr., Dallas, Tex.—CP to use 1200 kc., 100 w. (facilities of KGKL, San Angelo, Tex., and KFYO, Lubbock, Tex.); NEW, A. Tornek & R. Lillie, East Los Angeles—CP to use 820 kc., 100 w. night, 250 w. to LS, limited hours.

SEPTEMBER 22

WBAX, Wilkes-Barre, Pa.—CP to make changes in last radio stage.

WKFI, Greenville, Miss.—CP to move transmitter and studio from Greenville to Greenwood, Miss.; resubmitted.

KFDY, Brookings, S. D.—Modification of license to change frequency from 550 to 780 kc. to permit KFYR unlimited time on 550 kc.

KFYR, Bismarck, N. D.—Modification of license to change hours from specified to unlimited.

WLBC, Muncie, Ind.—CP to make changes in equipment and increase power from 50 w. to 50 w. night, 100 w. to LS.

KWFV, Hilo, Hawaii—Modification of CP granted 6-30-33 to extend date of commencement to 12-1-33 and date of completion to 2-1-34.

SEPTEMBER 24

WHAS, Louisville, Ky.—CP to make changes in equipment and increase power from 25 kw. to 50 kw.

WDBJ, Roanoke, Va.—Modification of license to increase power from 250 w. night, 500 w. to LS to 500 w.

WMC, Memphis—Consent to voluntary assignment of license to WMC, Inc.,

WJBW, New Orleans—License to cover CP granted 9-1-33 to move transmitter and studio locally.

WAMC, Anniston, Ala.—Modification of CP granted 5-23-33 to rebuild station destroyed by fire to extend dates of commencement and completion to 11-15-33 and 2-15-34 respectively.

KNX, Los Angeles—Modification of station license to increase power from 25 w. to 50 kw.

NEW, East Los Angeles, Cal.—A. Tornek and R. Lillie, for CP to use 820 kc., 250 w., limited time with WHAS, Louisville; (facilities formerly assigned KGEF now assigned KFAC, Los Angeles).

NEW, Sheridan, Wyo.—R. E. Carroll for CP to use 1370 kc., 100 w. unlimited time.

NEW, Weiser, Idaho—C. G. Phillips and Frank Hill for CP to use 1200 kc., 100 w. unlimited time (facilities KFXD, Nampa, Idaho).

SEPTEMBER 29

WHEC, Rochester, N. Y.—Extension of special temporary experimental authorization to operate simultaneously with WHP, WCAH and WOKO and WFEA on 1430 kc. Also WHP.

WMBR, Tampa, Fla.—Consent to voluntary assignment of license to F. J. Reynolds, Inc., and CP to make changes in equipment and move from Tampa, Fla. to Jacksonville, Fla.

NEW, Dallas, Tex.—J. H. Squires and A. E. Cullum, Jr., CP for new station, 1200 kc., 100 w. (facilities KGKL, San Angelo, Tex.), and CP for new station, 1200 kc., 100 w. D, facilities KFYO, Lubbock, Texas.

Applications returned: WJEM, Tupelo, Miss.—Modification of CP to extend dates of commencement and completion (Oath not signed); NEW, Brownwood, Tex.—Pecan Valley Broadcasting Co., CP for new station, 1420 kc., 100 w. U (Oath, Transmitter location and frequency monitor); NEW, Augusta, Ga.—Virgil V. Evnas, CP for new station, 1500 kc., 100 w. U (all sections not completed; frequency monitor); NEW, Cleveland, Tenn.—White Wing Publishing House, CP for new station, frequency near 1500 kc., 100 w. (not signed); NEW, Avalon, Cal.—Magic Isle Broadcast Co., CP for new station, 1220 kc., 500 w. U (insufficient information on proposed transmitter location).

Decisions . . .

SEPTEMBER 15

WBAL, Baltimore—Granted license covering move of transmitter and installation of new equipment 1060 kc., 10 kw., shares with WTIC.

WKOK, Sunbury, Pa.—Granted license covering move of transmitter and studio and change in antenna; 1210 kc., 100 w., specified hours.

WNAX, Yankton, S. D.—Granted authority to determine the licensed power by direct measurement of antenna input and license covering change in equipment and increase in power; 570 kc., 1 kw. night 2½ kw. day, unlimited time.

WNBZ, Saranac Lake, N. Y.—Granted temporary license pending hearing and decision on application for renewal.

WQBC, Vicksburg, Miss.—Denied authority to reduce hours of operation from unlimited to specified.

WBHS, Huntsville, Ala.—Denied authority to remain silent pending decision on application to move station from Huntsville, Ala., to Durham, N. C.

Applications, heretofore set for hearing, dismissed at request of applicants: WKBB, Joliet, Ill.—Modification of license, 1420 kc., 100 w. specified hours; WEHS, WHFC, and WKBI, Cicero, Ill.—Modification of license, 1310 kc., 100 w. specified hours; WCLS, Joliet, Ill.—Modification of license, 1420 kc., 100 w. specified hours.

Set for hearing: KRE, Berkely, Cal.—Modification of license to change hours of operation; WNAX, Yankton, S. D.—Modification of license to use old transmitter as main transmitter for nighttime operation.

WKFI, Greenville, Miss.—Granted special temporary authority to remain silent pending action on application to move to Greenville, Miss., but no longer than 90 days.

KWWG, Brownsville, Tex.—Granted 60-day authority to remain silent pending repair of station.

WWL, New Orleans, La. (Ex. Rep. 470)—Granted renewal of license, hours of operation to conform to the existing term schedule; denied application for modification of license requesting full time on frequency 850 kc., reversing Examiner Yost with regard to the granting of full time.

KWKH, Shreveport, La. (Ex. Rep. 470)—Granted renewal of license and application for consent to assign license to International Broadcasting Corp., reversing Examiner Yost.

NEW, International Broadcasting Corp., Shreveport, La. (Ex. Rep. 470)—Retired to files its application for CP for new station to operate on 850 kc., part time (facilities of KWKH); Examiner Yost recommended denial of this application.

NEW, National Union Indemnity Assn., Shreveport, La. (Ex. Rep. 470)—Dismissed application for CP for new station to operate part time on 850 kc. (facilities of KWKH); Examiner Yost recommended permission to withdraw this application.

WSPA, Spartanburg, S. C. (Ex. Rep. 470)—Denied CP for new station to operate part time on 850 kc. (facilities of KWKH) sustaining Examiner Yost.

KOCW, Chickasha, Okla.—Granted permission to move station from Chickasha to Tulsa, following withdrawal of protest of KVOO at Tulsa.

WHDH, Boston—Commission granted request for oral argument Nov. 1 at 10 a.m.

SEPTEMBER 19

WEHC, Charlottesville, Va.—Granted license covering move of station from Emory to Charlottesville; 1350 kc., 500 w., D.

WMBH, Joplin, Mo.—Granted authority to cancel request to broadcast World Series Games, because of inability to obtain programs except at excessive price.

Oral argument granted in the case of WNBW, Inc., Carbondale, Pa. and Home Cut Glass & China Co., Carbondale, Pa. (Ex. Rep. No. 503), before the Commission en banc on Nov. 1 at 10 a.m.

SEPTEMBER 22

WBZA, Springfield, Mass.—Granted license covering changes in equipment, 990 kc., 1 kw., unlimited time when synchronized with WBZ.

KGFX, Pierre, S. D.—Granted license 630 kc., 200 w., specified hours.

WOAI, San Antonio, Tex.—Granted modification of license to change corporate name only to Southern Industries, Inc.

KLCN, Blytheville, Ark.—Granted modification of CP extending completion date to Nov. 1.

WPTF, Raleigh, N. C.—Granted authority to operate Oct. 10 to 11 p.m., and Oct. 11 to 2 a.m. Oct. 12, EST, simultaneously with KPO, San Francisco.

KRMD, Shreveport, La.—Granted authority to operate specified hours.

WHA, Madison, Wis. and KWWG, Brownsville, Tex.—Granted temporary license subject to such action as the Commission may take on pending applications for renewal.

Set for hearing: NEW, Church of Christ, Stanford, Tex.—CP on 1200 kc., 100 w., D hours; KIEM, Eureka, Cal.—Special temporary experimental authority to increase D hours of operation until Dec. 1, pending action on application to increase time to unlimited; WHOL, Tupper Lake, N. Y.—Special authority to operate until 7 p.m., during September and October.

Oral argument granted in the case of Sheboygan Radio Station, Inc. (Ex. Rep. 504), to be held Nov. 8 before the Commission en banc.

Oral arguments in the case of WQDM, St. Albans, Vt.; WFEA, Manchester, N. H.; WRDC, Augusta, Me.; Casco Bay Broadcasting Co., Portland, Me.; and The Portland Maine Publishing Co., scheduled for Sept. 27, continued until Nov. 8.

WJBY, Gadsden, Ala. (Ex. Rep. 485)—Granted application to reconstruct and operate station at new location in Gadsden, sustaining Examiner Yost.

WDRC, Hartford, Conn. (Ex. Rep. 490)—Granted an increase in power from 500 w. to 1 kw. on 1330 kc., sustaining Examiner Yost.

WGNY, Chester Township, N. Y. (Ex. Rep. 495)—Granted increase in power from 50 to 100 w., sustaining Examiner Hill.

Applications, heretofore set for hearing, dismissed at request of applicants: WRDL, Tupper Lake, N. Y.—CP, 1290 kc., 250 w., D (facilities of WNBZ); KRMD, Shreveport, La.—Modification of license, 1310 kc., 100 w., change in specified hours.

WKHB, LaCrosse, Wis.—Granted special temporary authority to operate one week with 500 w., pending repairs to generator.

KIGA, St. Paul, Minn.—Granted special authority to construct and operate station; frequency 1560 and 2390 kc., 7.5 w., Sept. 20 to 25.

SEPTEMBER 29

WFAM, South Bend, Ind.—Granted CP for changes in last radio stage.

WAAT, Jersey City, N. J.—Granted modification of CP for changes in equipment extend commencement date 30 days and completion to Feb. 1, 1933.

WPTF, Raleigh, N. C.—Granted modification of CP to extend commencement date to August 19 and completion date to Nov. 9, 1933.

WRVA, Richmond, Va.—Granted modification of license to determine power of station by direct measurement of antenna power.

KTRH, Houston, Tex.—Granted renewal of special experimental authority to increase power from 500 w. to 1 kw. until April 1, 1934.

WEED, Greenville, N. C.—Granted license to cover CP, 1420 kc., 100 w., D to LS.

KWFV, Hilo, Hawaii—Granted modification of CP to extend commencement date to Dec. 1 and completion date to Feb. 1, 1934.

WKBH, LaCrosse, Wis.—Granted 2 week's extension of special authority to operate with 500 w. power pending repair of generator.

WHB, Kansas City—Granted extension of special experimental authority to operate from 12 midnight to 6 a.m. on 1120 kc. with 500 w. power, to Feb. 1, 1934 (normally licensed on 860 kc., 500 w., D only).

KFQD, Anchorage, Alaska—Granted temporary extension of license, to Nov. 1, 1933, pending receipt and/or action on application for renewal.

WMC, Memphis, Tenn.—Granted renewal of license for auxiliary transmitter to March 1, 1934.

KVOA, Tucson, Ariz.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on any pending applications affecting the facilities of KVOA, and designated KVOA's application for hearing.

Granted renewal on a temporary basis, subject to such action as the Commission may take on pending applications for renewals: WHN, New York; WIBG, Glenside, Pa.; WQAO-WPAP, New York; WRNY, New York.

Set for hearing: NEW, The State Journal Co., Lansing, Mich.—CP for new station, 1210 kc., 100 w. night, 250 w. day, U; WIS, Columbia, S. C.—CP to move transmitter, install new equipment, change frequency from 1010 to 1050 kc., and increase power from 500 w. night 1 kw. day to 5 kw.; WMAQ, Chicago, Ill.—Application for renewal of license.

Applications dismissed at request of applicants: WINS, New York—Modification of license, 1180 kc., 1 kw., LT; KSO, Des Moines—CP, 1120 kc., 500 w., LS, 250 w. U (facilities of WIAS); WDEL, Wilmington, Del.—Modification of license, 1120 kc., 500 w. U; WJR, Detroit, 750 kc., 50 kw., U.

The following application, heretofore set for hearing, was denied, because applicant failed to enter appearance within time allowed; KRGV, Harlingen, Tex.—Modification license, 1260 kc., 500 w. U (facilities of KWWG).

KFNF, Shenandoah, Ia.—Granted extension of authority to use time assigned to but not used by WILL and KUSD during October.

Action on examiner's report: NEW, Donald E. Bean & Wendell S. Clark, d/b as The Connecticut Broadcasting Co., Danbury, Conn. (Ex. Rep. No. 508)—Denied as in case of default, application for new station to operate on 1310 kc., 100 w. D, sustaining Examiner Hill.

Examiners' Report . . .

WPRO, Providence, R. I.—Examiner Hill recommended (Report 506; Docket 2017) that application for special experimental authorization to operate on 630 kc. w.th 250 w., unlimited hours, be granted.

WLCI, Ithaca, N. Y.—Examiner Hill recommended (Report 510; Docket 2140) that application for renewal of license on 1210 kc. with 50 w., Sundays only, be denied as applicant failed to appear at hearing.

"Wired Radio" Stations Must Obtain Licenses, Federal Court Holds

AN IMPORTANT decision, holding that even "wired radio" stations actually are transmitting units and must be licensed by the Radio Commission, was handed down Sept. 27 by the federal district court at New Haven, Conn., in a case involving the operation of such a station at Bridgeport, Conn., by one Norman Cohen.

The court disallowed the contention of Cohen that his station transmitted via power lines in the city and was picked up on receiving sets connected with these lines, and therefore was not subject to Commission jurisdiction. The Commission and the Department of Justice contended that the equipment acted as a radio station and emitted signals through the ether like any other station, thus being capable of causing interference with licensed operations. Technical evidence to support this contention was given.

The Commission contended and used experts to prove that the system used by Cohen was not really wired radio but ordinary radio. The jury rendered a verdict of guilty on two counts — operating without an operator's license and without a station license. Judge Fincks, who heard the case, fined the defendant $25 following a plea for leniency.

Since the case is the first involving "wired radio" ever to be prosecuted, it is destined to have important bearing upon future operation of stations of this kind. Sporadic reports about plans for far-reaching "wired radio services, utilizing power or telephone lines, have been published during the last half dozen years. The North American Company, big utility holding corporation, had been identified with the most elaborate of the proposed projects.

The Other Fellow's Viewpoint . . .

(See page 74 for additional letters)

Hits Tugwell Views

To the editor of BROADCASTING:

In the September 15 issue of your paper appears an article by Rexford G. Tugwell entitled "How Food and Drugs Bill would Affect Radio" and in a box underneath Professor Tugwell's picture you make certain statements that would lead the casual reader to believe that you endorse the Assistant Secretary of Agriculture's ideas.

We have no doubt whatever of the sincerity of Professor Tugwell's views but we feel that he has been blinded and deluded by the A. M. A. into sponsoring a bill that would destroy utterly the entire package medicine industry, as well as seriously handicap the food and toilet goods manufacturers.

This article has been written to lull radio stations into a false security regarding advertising over the radio by making these mediums believe that the only advertising they will lose will be in the nature of dangerous or worthless nostrum.

If you will read the "Excerpts of Advertising Provisions" on the top of page 36 you will see that while theoretically the manufacturer may advertise practically he may not and will not because all the force and strength of his advertising message is gone.

For example, one of the provisions, Sec. 9 (b) provides that unless a remedy is a specific *cure* for a disease it may not be advertised as such but must state that it is merely palliative. Ask any doctor you please if there is *any* drug that is a specific cure for any disease and with the possible exception of quinine for malaria—and that is by no means 100%—they will answer there is none. That being the case who will use the radio to announce "Blanks Remedy for Dyspepsia—not a cure, merely a palliative"—or risk any further statement that might be contrary to the "general agreement of medical opinion" — whatever that means.

We believe you owe it to your subscribers to print the other side of the picture and therefore we are sending a copy of this letter to The Proprietary Association, 425 Star Bldg., Washington, D. C., with the request that they contact you and show you how serious a loss of revenue there will be for radio stations if this bill passes as well as the utter uselessness of the measure as a protection to the public.

A. T. BOERICKE,
Boericke & Runyon Co. (Eopa),
Homeopathic Medicines,
San Francisco, Cal.

Sept. 23, 1933.

Audition Problem

To the editor of BROADCASTING:

KNX, Hollywood, has instituted a courteous, simple and efficacious method of dealing with the "audition-terror" which is sweeping the southwest and especially Hollywood's film colony and Los Angeles. Naylor Rogers, general manager, realizing the terrific problem which confronts program directors today, has prepared an application blank similar to those used by station for announcers, technicians, continuity writers and office help. Artists wishing to register must give their vital statistics, together with a report on their material, who writes it, what they have done heretofore, where they have worked, sponsors names and other bits of information which enables the program offices to sift the wheat from the chaff.

Artists are then called by the program office, and are given a thorough audition. When the artist's application is received, its contents are copied on a small filing card and placed in a "live file." This file card is marked in code after the artist has received an audition and the application blank is "killed", while the card takes its place in one of two files—"live" or "not usable".

By the simple process of weeding, talent of merit is always on an active list in KNX's program files. Amateur talent—or talent which has not had the required experience for a major station appearance, is auditioned and marked —but placed in a third file which is marked "prospective talent to be developed."

It is surprising to note the effect of the audition blank on the artist. The blank tends to increase his respect for the station, as well as marks the station as having a friendly attitude toward the performer.

DAVID BALLOU,
Sept. 26. KNX, Hollywood, Cal.

NBC Signs Two More

TWO NEW accounts signed by NBC as BROADCASTING went to press, but announced too late for inclusion in our regular listings, are Hoover Co., Canton, O. (vacuum cleaners) and Welch Grape Juice Co., Chicago. The Hoover program will start Oct. 8 on 34 NBC-WEAF stations, Sundays, 4:30-5 p.m., EST. The Welch program starts Oct. 4 on 16 NBC-WJZ stations, Wednesdays and Fridays, 7:45-8 p.m., EST.

MIAMI

will have its greatest winter season with 500,000 of America's buying public concentrated within the range of WIOD's valuable coverage. Drive home your advertising message through the medium of choice open time. ACT NOW before advance program demands preclude the possibility of using the leading station in this area.

1000 Watts
1300 Kilocycles
Full Time

WIOD

Schedule
17 Hours Daily
Year Round

Wonderful Isle of Dreams

is synonymous with Miami, the Magic City, and is the index to the buying power of this famous community. Valuable time is open and rates are right. Western Electric 33 1/3 turntable equipment for vertical and lateral transcriptions. RATES AND DATA ON REQUEST FROM

THE ISLE OF DREAMS BROADCASTING CORPORATION
Southernmost Associated Station National Broadcasting Co.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

The Other Fellow's Viewpoint...

The Tugwell Bill

To the Editor of BROADCASTING:

I have just read the article in BROADCASTING of September 15th, by R. G. Tugwell—the cleverist publicity man whose shadow has crossed the national capitol during the past decade.

Tugwell is a clever writer and an extremely brilliant man but naturally he writes from his viewpoint, and it is only fair that the bill which he sponsors be carefully analyzed by unbiased minds. If you have not done so, it will pay you to read the bill in its entirety—then obtain the August issue of STANDARD REMEDIES, 425 Evening Star Building, Washington, D. C., and read the analysis of the new Food and Drugs bill, starting on page three of that issue—and in particular, the last paragraph on page ten of that publication, wherein it is explained that the new law "Does not except publishers, radio broadcasters or advertising agencies from penalties".

Read the bill and read this analysis in STANDARD REMEDIES, and you will see that there is another side to the story.

Professor Tugwell admits that eighty to ninety per cent of advertisers are honest, but he sponsors a law which will ham-string those honest advertisers, in order to exterminate the ten to twenty per cent dishonest advertisers. Does it not seem probable that it is possible to devise legislation which will eliminate the dishonest advertiser without confiscating the property of honest firms without due process of law?

Does not a careful reading of the Tugwell bill disclose that it really prohibits self-diagnosis and self-medication? Is this not the basic purpose of the bill?

It does not matter what interpretation may be placed on the intent of the law—the actual result attending the administration of the law is the only thing of importance.

May I suggest that your entire personnel should read the Tugwell bill in its entirety, and then present it to your legal counsel for a fair but strict interpretation.

W. W. BURGESS,
The Knox Company,
Kansas City, Mo.

Sept. 20, 1933.

Shocks the Press

To the Editor of BROADCASTING:

Sitting in the office of an agency executive in Cleveland, with whom I had a luncheon appointment, I had the rare privilege of hearing a salesman from one of the local radio stations deliver what he apparently thought to be a sales presentation. As a newspaper man I was dumbfounded by his utter disregard of what I had always considered basic reasons for an advertiser using radio.

Newspapers know and recognize the value of each feature carried in their paper. Therefore it was very perplexing indeed to hear a salesman for radio completely ignore the appeal of entertainment and diversion that is radio's, its attention arresting possibilities, and the fact that it reaches the family as a group. He did not seem to recognize the force of conviction of the spoken word whereby the finest shades of meaning might be expressed or implied by the varying shades of inflection of the voice. Two simple words—"It is"—can convey a very definite and final assertion, when the emphasis is placed on the words *is*, or the same simple words convey a meaning diametrically opposed, when the word *is* is slurred to a high pitch at the end, as in asking a question. By the proper inflection of voice these same two words can express surprise or exaltation — What a blessing to those of my calling that more radio salesmen do not recognize the function and power of radio.

While the station this salesman was trying to represent had a potential audience of perhaps several million people he could not answer "why radio", in place of a newspaper having a circulation of less than 250,000.

The outspoken comments of Brisbane and other writers on the power of radio to get action, seem to indicate that the press has a far greater appreciation of the power of radio, than do those in the broadcasting industry.

IRWIN C. STOLL,
Newspaper Representative,
Toledo, Ohio.

Sept. 19, 1933.

Working Agreement

To the Editor of BROADCASTING:

In an item, page 49 of August 15th, you state "The Advertiser Publishing Company own KGU and the Star Bulletin own KGMB."

This statement is absolutely incorrect so far as KGMB is concerned. The Star Bulletin only enjoy a working agreement with us which has existed since 1929 and affords both of us a satisfactory tie.

Yours truly,
A. HENLEY, *Gen. Mgr.*,
KGMB, Honolulu.

Aug. 29, 1933.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Midwestern network, full-time station, only one in city of 175,000, has opening for experienced salesman. Agency executives will assist in closing and merchandising accounts. 80% renewals. Prospects plentiful. Small drawing account against commissions. Box 120, BROADCASTING.

Situations Wanted

Competent announcer and licensed operator. Several years radio experience. Single. References. Box 121, BROADCASTING.

Broadcast operator, over six years' radio experience, including several years at a Western chain station. References. Box 123, BROADCASTING.

Nationally known radio artist (tenor) desires station connection to assist in program, production, sales, in addition to artist services. Has commercial background. Box 125, BROADCASTING.

Capable young man desires connection in executive, production, or commercial department metropolitan station; eight years' experience; announcer; continuity; best references. Box 119, BROADCASTING.

Commercial manager, excellent record, now employed, six years same job, wants change to progressive station. Will work on straight commission for right station. Former newspaper man. Good references. Box 122, BROADCASTING.

Wanted to Buy

Transcriptions and suitable long playing selections of all kinds for sustaining programs. Write descriptions and prices. Ecuador Broadcasting Company, Casilla 92, Guayaquil, Ecuador.

For Sale

ADVERTISER FOR SALE

We are agency recognized by you, using this ad to save useless correspondence. We can sell reputable medical concern long term sponsorship of profitable foreign language programs over worthwhile stations. Programs most desired are, in order, Polish, Slavic, German, Scandinavian, Italian. Territory desired: Chicago and east, Cincinnati and Washington north. Programs should have good history or be created of locally prominent talent; must have no competitor within hour before or after. Write concise selling letter outlining your proposal giving program details with any variations, complete cost situation, worthwhile market data as it relates to your station, your frank miscellaneous suggestions and information. No price bargains wanted. Only honest, economical propositions intelligently conceived and presented for capture of specific foreign language market. All communications acknowledged, investigated. Write Box 124, BROADCASTING.

GET THE BIG RADIO CATALOG

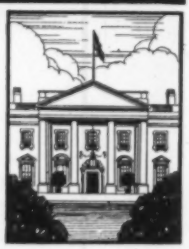
THE RADIO SUPPLY WORLD IN 148 BIG PAGES

Just out for 1934. Make your request for it on your Dealer's, Service Man's, School's, Experimenter's or Amateur's letterhead. Order from America's Livest Radio House in America's Handiest Shipping Point.

BURSTEIN-APPLEBEE CO.
Dept. B, 1012 McGee St., Kansas City, Mo.

Coming To
WASHINGTON
After The
NAB CONVENTION?

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.



This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE
Opposite the White House

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

G. H. WINTERMUTE
Frequency Monitoring Service
9420 Jones Mill Road
Telephone WIsconsin 3181
Chevy Chase, Md.

KNX issues a CHALLENGE to Agencies and Advertisers

October 1st, 1933

KNX, the Western Broadcast Company of Los Angeles, California, offers to forfeit to you, or any client you care to name in the next thirty days, Free Time and Free Talent for a radio program if you can point out any city or county, town or hamlet having a population of two hundred and fifty families within one thousand miles of KNX Studios, from which KNX cannot produce immediate evidence of tune-in, either written, wired or telephoned, with merely one request made over the air on KNX.

Note: KNX is consistently the largest mail producer in the West! On competitive test with identical programs, KNX produced more mail for the sponsor than the total mail of the three other high-powered cleared-channel western stations combined! (13 week Spring campaign for L. A. Soap Company—1933.)

"THE VOICE OF HOLLYWOOD"

SPEAKING WITH 25,000 WATTS

NAYLOR ROGERS
Vice-Pres. and Gen'l Mgr.

5555 Marathon, HOLLYWOOD, CAL.

CARL NISSEN
Commercial Manager

BIG FEATURES IN BIG BROADCASTS

. . An important event . . . the public expectantly waiting—

Will the TUBES *perform?*

OF COURSE *they will*

. . *They're* RCA

TRANSMITTING

RADIOTRONS

For economy in maintenance,—for a maximum of satisfactory operating life,—for dependability under all conditions,—for freedom from interruptions in service—use

RCA Transmitting Radiotrons

The engineering genius which pioneered the high powered tubes,—which has had the utmost in experience in their development and production—is today providing you with the most advanced designs known to the art.
From the smallest to the largest—amplifiers, modulators, oscillators, rectifiers,—the standard

RCA Transmitting Radiotrons

will reduce your operating expenses and end your tube worries.

ENGINEERING PRODUCTS DIVISION

RCA Victor Company, Inc.

CAMDEN, N. J.

"RADIO HEADQUARTERS"

New York: 153 East 24th St. San Francisco: 235 Montgomery St.
Chicago: 111 N. Canal St. Dallas: Santa Fe Building
Atlanta: 150 Walton St. N. W.

LOWELL THOMAS *and the* Giant 100 K. W. UV-862 Radiotron

PRINTED IN U.S.A.

XUM